

**PROJECT REPORT**

**A STUDY ON DISTRIBUTION SYSTEM FOR  
DEALERS SATISFACTION AT THE RKG AGMARK GHEE PALNT, MUTHUR  
ROAD- KANGAYAM.**

*Submitted by*

**SAMYUKTHA.SS**  
**Reg.No: 19MBR038**

*in partial fulfillment for the award of the degree*

*of*

**MASTER OF BUSINESS ADMINISTRATION**

*in*

**DEPARTMENT OF MANAGEMENT STUDIES**

**VELALAR COLLEGE OF ENGINEERING AND TECHNOLOGY**  
**(Autonomous)**  
**ERODE – 638012**

**APRIL – 2021**

**VELALAR COLLEGE OF ENGINEERING AND TECHNOLOGY**  
**(Autonomous), ERODE - 638 012**

**Department of Management Studies**

**PROJECT WORK**

**APRIL 2021**

This is to certify that the project entitled  
**A STUDY ON DISTRIBUTION SYSTEM FOR DEALERS SATISFACTION AT  
THE RKG AGMARK GHEE PLANT, MUTHUR ROAD –KANGAYAM.**

is the bonafide record of project work done by

**SAMYUKTHA.SS**

**Reg. No: 19MBR038**

of MBA during the year 2020 - 2021.

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**Project Guide**

N.BALACHNDRAN,  
Assoc. Professor, Dept. of MBA

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**Head of the Department**

Dr.T.VETRIVEL,  
Professor & Head, Dept.of MBA

Submitted for the Project Viva-Voce examination held on\_\_\_\_\_

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**Internal Examiner**

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**External Examiner**

## **DECLARATION**

I affirm that the project work titled **"A STUDY ON DISTRIBUTION SYSTEM FOR DEALERS SATISFACTION AT THE RKG GHEE PLANT, MUTHUR ROAD-KANGAYAM"** being submitted in partial fulfillment for the award of Master of Business Administration is the original work carried out by me. It has not formed the part of any other project work submitted for the award of any Degree or Diploma, either in this or any other University.

**SAMYUKTHA.SS**

**Reg.No:19MBR038**

I certify that the declaration made above by the candidate is true.

**Mr.N.BALACHANDRAN,MBA.,M.phil.,MISTE.,SET.,(ph.D.),**

**Associate Professor, Department of MBA.**



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I feel a great pleasure to thank our Vellalar Education Trust, Secretary and Correspondent **Thiru.S.D.CHANDRASEKAR, B.A.**, for offering me a great chance to do this project.

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....

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## ABSTRACT

The research work is undertaken on the topic **"A STUDY ON DISTRIBUTION SYSTEM FOR DEALERS SATISFACTION AT THE RKG GHEE PLANT, MUTHUR ROAD-KANGAYAM.**The objective of this project is to find out the distribution system for dealers satisfaction.

The researcher study conducted is descriptive in nature. Both primary and secondary data collected to meet the require for the collective data a stipulated questionnaires method is used as an instrument the questionnaires consists of multiple choice, five scale and ranking questions and convenience sampling using the study and the sample size is 150.

Percentage analysis, chi-square test, anova analyses, correlation were used for research purpose. The findings show most of the dealers were satisfied with the products and they need more varieties of products and offers.

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# **A STUDY ON DISTRIBUTION SYSTEM FOR DEALERS SATISFACION OF RKG Ghee, MUTHUR ROAD, KANGAYAM**

## **CHAPTER-I**

### **1.1 INTRODUCTION TO THE STUDY**

The ultimate aim of every business increase is to sales by finding out the factors that drive distribution systems to dealers satisfaction .Dealers perception theory tries to analyses and explain customer behavior. The perception of the same product or service by different customer would vary. This is exactly what dealer's satisfaction theory analyses by finding out what exactly motivates or influences dealers in purchasing or not purchasing a specific product.

## **NEED FOR DEALERS SATISFACTION:**

A dealer's perception of a product or service offered may differ from what the producer or marketer had intended to offer. This is neither helpful nor favourable for both the parties in today's competitive environment. Also, it is likely to have more serious result in seeking dealers attention as today's dealers have greater exposure to the minute, diverse and extensive information. This makes it very difficult for the offering to gain the complete attention of the dealers especially in situations where the dealer is satisfied. It is not the same as that of the offering. Getting a second innings to make a better influence becomes all the more difficult.

## **BENEFITS OF DEALERS SATISFACTION FOR BUSINESS**

With competition becoming more intense in the global economy making it difficult for products and services to stand out get differentiated from other offerings in the market, even the production, logistics, sourcing, and accessibility to information cost is also rising. Varied products end up facing stiff competition from industry outsiders from new bundles or offerings and substitutes. The result is decrease in prices as most companies want to win over consumers along with closing the product differences.

The modern customer is more of a mix. Being very sensitive to prices, the modern dealer is constantly in search of discounts and bargains. They are also

constantly on the lookout for branded and other luxury products. Being very well-informed, they are even aware and conscious of their powers. This awareness increases their expectations from companies. All these factors together make it more complicated to segregate a product or service by traditional sorting by quality, pricing, and functions.

The only solution available to a business in such situations is strengthening the bond between the company and the dealers. This is likely to give better competitive advantage as this relationship is not limited to the aspect of price, quality etc. The better experience a dealer has with the company at different stages of interaction, such as efficiency and reliability and speed of the process, higher are the chances that he or she is likely to come back again. A problem arising from a single transaction is likely to damage the relationship forever.

## 1.2 STATEMENT OF THE PROBLEM

At present in this competitive business world the Ghee industry has more brands in the battle field facing stiff competition in every segment's targeted. There is no uniform quality in market and also it varies from dealers to dealers. Even RKG Ghee is also facing stiff competition even its 85 years of heritage. In this juncture it has to identify its competitors in this market by bringing brand awareness in minds of dealers

also it has to scope up with the dealers satisfaction. Through this study, the main problem that it studies during this project work is to find out the the distribution system and dealers satisfaction towards RKG Ghee and the awareness of brand among the consumers and dealers of kangayam (Tirupur District).

### **1.3 OBJECTIVES OF THE STUDY**

- To find out the distribution system and dealers satisfaction in RKG ghee plant.
- To know awareness of people towards RKG Ghee.
- To know the factors which affects dealers buying behavior while purchase Ghee.
- To study the factors influencing dealers satisfaction.
- To find and suggest ways to improve dealers satisfaction

#### **1.4 NEED FOR THE STUDY**

The need for the study of RKG Ghee taken place of dealers satisfaction will help the organization in determining their products as well as promotion programs. Marketing occupies an important place in all stages of economic life even from barter system. But today marketing is in complicated stage modern marketing covers all business activities in order, to ascertain demand, product planning, distribution of the facilities and the entire marketing process. The modern marketing programmed aims to attract the dealers.

### **1.5 SCOPE OF THE STUDY**

The Scope of study pervades the data collected from the dealers of different Ghee brands. The study is mainly, which might help RKG Ghee to know the pulse of the dealers and the competitive techniques used by theirs players. The study reveals the size of the market of RKG Ghee, which will be helpful for the company to expand its market and increase its sales in different areas of the city.

1. This study is useful to analyze the market performance of RKG Ghee.
2. Information about distribution systems on different brands of Ghee's.



3. This study gives information about dealers satisfaction on RKG Ghee
4. This study is useful to know the impact of brand advertisement and dealers.
5. The study is useful to know the dealers satisfaction and their reasons to prefer RKG Ghee.

## **1.6 RESEARCH METHODOLOGY**

Research methodology is a systematic way to solve the problem it is the description explanation, and justification of various method of conducting research.

### **RESEARCH DESIGN:**

Research is an art of scientific, investigation and systematic research for pertinent information on a specific. The research design adopted for the studies is descriptive design. The researcher has to describe the present situation in order to

know the behaviour of the dealers. Hence descriptive research study is used. Descriptive research can only report what has happened and what is happening.

#### **DATA COLLECTION METHOD:**

I have used survey method for data collection. Survey is the most commonly used method.

#### **DATA SOURCE:**

##### **Sources of Primary Data:**

The source of Primary data is the questionnaires using by the researcher. The researcher personally interviews the customers and collects the data i.e., interview schedule.

##### **Data collection tool:**

Data collection tool used Questionnaire.

##### **Secondary data**

- Internet
- Reference books
- Company broacher
- Magazines
- Journals
- News paper

#### **QUESTIONNAIRE DESIGN DEVELOPMENT**

While developing the questionnaire, I focused mainly on questions that showed the customers with respect to awareness, quality, quantity, price, environment, of RKGghee in particular households.

#### **SAMPLE DESCRIPTION:**

Sampling type : Non Probability Sampling, the selection of samples will be on convenient elements.

Sample Unit : People who buy ghee available in retail outlets, superstores, etc

Sample size : 150 respondents (Age ranging between 18 yrs to 65 yrs)

Method : Convenience sampling method

#### **ANALYTICAL TOOLS:**

Mainly tabular analysis and graphical presentation and used statistical tools to achieve the stipulated objective of the study.

- 1 Simple percentage method
- 2 Chi square test
- 3 ANOVA
- 4 Correlation

#### **Simple percentage method**

This method is used to compare two or more series of data, to describe the relationship or the distribution of two or more series of data. Percentage analysis test is done to find out the percentage of the response of the response of the respondent. In this tool various percentage are identified in the analysis and they are presented by the way of Bar Diagrams in order to have better understanding of the analysis.

Number of respondents

$$\text{Percentage of respondents} = \frac{\quad}{\text{Total respondents}} \times 100$$

## Chi-square

This is a non – parametric test for testing hypothesis chi-square test that determining whether there is any significant relationship exist among the group data. It is a statistical measure used in the context of sampling analysis for comparing a variance to a theoretical variance.

$$\text{Chi-Square, } \chi^2 = \frac{\sum (O-E)^2}{E}$$

Where O=Observed frequency, E=Expected frequency

## One way ANOVA

The one-way analysis of variance (ANOVA) is used to determine whether there are any statistically significant differences between the means of two or more independent (unrelated) groups (although you tend to only see it used when there are a minimum of three, rather than two groups).

## CORRELATION:

CORRELATION tests the significant differences between groups. But while the t-test is limited more groups,. Several hypotheses worth investigating in our project involve the comparison of more than two groups. CORRELATION is based upon a comparison of variance attributable to the independent variable (variability between groups or conditions) relative to the variance within groups resulting from random chance.

Total number of respondents = 150; Level of significance = 5%

### 1.7 LIMITATION OF THE STUDY

- The Study is under taken only in kangayam town. So the information does not resemble the overall market potential.
- Due to limitation of time only few people were selected for the study. So the sample of dealers was not enough to generalize the findings of the study.
- The study was done in RKG ghee plant in kangayam and it does not come any other industries.
- The survey was conducted in a short period as a part of the curriculum.

## 1.8 REVIEW OF LITERATURE

**Azaddin Salem Khalifa,(2011)** The concept of customer value is becoming increasingly used in strategy and marketing literature in recent years. Customer value is considered central to competitive advantage and long-term success of business organizations. Consequently, a great importance attached to this concept. This paper attempts to build an integrative configuration of the concept of customer value that reflects its richness and complexity.

It reviews, synthesizes and extends the literature on the subject. The configuration includes three complementary models, namely: customer value in exchange, customer value build-up, and customer value dynamics. Thinking about customer value in this way is helpful in the designing of and studying service offerings.

Azaddin Salem Khalifa, (2012) "Customer value: a review of recent literature and an integrative configuration", Management Decision, Vol. 42 Issue: 5, pp.645-666,

Claude R. Martin Jr, David A. Horne, (2012) The article is an extension of earlier work on services innovation that compared successful firms to unsuccessful firms. Here the focus shifts from the firm to the individual innovations. Significant differences were found in the innovation level of success within the same firm for input by senior management; input by customer contact and non-contact personnel; direct input from customers themselves; and in the amount of information used about that customer at three major stages of the development process.

Claude R. Martin Jr, David A. Horne, (2014) "Level of success inputs for service innovations in the same firm", International Journal of Service Industry

Management, Vol. 6 Issue: 4, pp.40-56,

Mark M. Davis, Janelle Heineke, (2011) it further demonstrates that the relative importance of each of these variables in predicting satisfaction depends on the differences in the needs of the customers. The implications for both theory and practice are significant: the importance of the perception of the experience increases as the importance of the satisfaction measure increases. More specifically, for customers who are concerned about time, the perception of the time spent waiting is a better predictor of satisfaction than the actual waiting time.

Mark M. Davis, Janelle Heineke, (2014) "How disconfirmation, perception and actual waiting times impact customer satisfaction", International Journal of Service Industry Management, Vol. 9 Issue: 1, pp.64-73

Robert N. Stone, KjellGrønhaug, (2015)Examines the construct of perceived risk, as used in consumer and marketing research. In the light of the shortcomings of past research, develops and tests three hypotheses. Findings show that the risk dimensions proposed in the literature (i.e. financial, psychological, social, performance, physical and time-related risk) capture a very high fraction of perceived overall risk, and that a parsimonious structure of the risk concept exists as the other risk dimensions are mediated through individual psychological risk. Implications are highlighted.

Robert N. Stone, KjellGrønhaug, (2016)) "Perceived Risk: Further Considerations for the Marketing Discipline", European Journal of Marketing, Vol. 27 Issue: 3, pp.39-50,

Keiningham, Munn, and Evans (2012), "both practitioners and academics have accepted the premise that customer perception results in customer behaviour patterns that positively affect business results." While it is highly argued that retaining current customers is easier than attracting new ones, as it would normally cost 20 times more to attract new customers rather than keeping existing ones per Carson Research Consulting, Inc. report.

Continuous customer perception from the offered product will lead to an easy purchase decision every time the need for these products and services arises. Thus, customers tend to become loyal to these providers, where their perception helps to increase customer loyalty, reducing the need to allocate marketing budget to acquire new customers, where their word-of-mouth will also bring potential customers, increasing revenue and profit.

Keiningham, Munn, and Evans (2013) "Customers Relationship Marketing", Vol. 2 Issue: 3 p 37.

Hoyer and McInnis (2015), satisfied customers form the foundation of any successful business as customer satisfaction leads to repeat purchase, brand loyalty, and positive word of mouth.

As positive and negative feelings can coexist, customers may like parts of the service while rejecting other parts.

Willard Hum perception is the state felt by a person who has experienced a performance (or outcome) that has fulfilled his or her expectations. Perception is thus a function of relative levels of expectation and perceived performance...Expectations are formed on the basis of past experiences with the same or similar situations, statements made by friends and other associates, and statements made by the supplying organization. (Kotler& Clarke,2



## CHAPTER II

### INDUSTRY PROFILE

#### (Dairy Product –Ghee manufacturing plant)

Ghee is prepared by simmering butter, which is churned from cream (traditionally made by churning yoghurt), skimming any impurities from the surface, and then pouring and retaining the clear, still liquid fat, while discarding the solid residue that settled on the bottom. Spices can be added for flavor. The texture, color, and taste of ghee depend on the quality of the butter, source of the milk used in the process and the duration of the boiling.

Traditionally, ghee is always made from the milk of cows, which are considered sacred.

Ghee is a clarified butter that has had its milk solids toasted then skimmed away from the fat, resulting in a product that combines oil's very high smoke point and butter's rich, nutty flavour and excellent nutritional profile.

Ghee has a nutty flavour and tastes more buttery than butter itself. It holds up to strong spices well, which is one reason it's a staple of Indian and Thai cooking. Ghee also pulls fat-soluble flavours and nutrients out of spices when you cook the two

together. It's ideal for curries, sauces, and other slow-cooked or simmered dishes. It's also great drizzled over veggies with a bit of salt.

Ghee can be used in place of butter and is ideal cooking oil, as it does not burn unless heated excessively. It makes wonderful body oil for massage and can serve as a base for herbal ointments (for burns, skin rashes, etc.) and can even be used for lamps

In the Mahabharata, the karaka were born from pots of ghee. Finding ghee pure enough to use for sacred purposes is a problem these days for devout Hindus, since many large-scale producers add salt to their product. Ghee is also used in bhang in order to heat the cannabis to cause decarboxylation, making the drink psychoactive.

Ghee differs slightly in its production. The process of creating traditional clarified butter is complete once the water is evaporated and the fat (clarified butter) is separated from the milk solids. However, the production of ghee includes simmering the butter, which makes it nutty-tasting and aromatic.

A traditional Ayurveda recipe for ghee is to boil raw milk, let it cool to 110 °F (43 °C). After letting it sit covered at room temperature for around 12 hours, add a bit of yogurt to it and let it sit overnight. This makes more yogurts. This is churned with water, to obtain cultured butter, which is used to simmer into ghee.

The market size of ghee in India is 10,000 cores (INR 10<sup>11</sup>) as of 2016. India is the world's largest producer of buffalo and cow milk and consequently also the largest producer and consumer of ghee.

Ghee is common in cuisines from the Indian subcontinent, including traditional rice preparations. In Tamil Nadu, ghee tops penal, dose, and kesaribhath. Ghee is widely used in South Indian cuisine for tempering curries, in preparation of rice dishes and sweets. South Indians have a habit of adding ghee to their rice before eating it with pickles and curries. South Indians are one of the biggest consumers of ghee. The people from Telangana and Andhra Pradesh especially use ghee for preparation of

savory and sweet dishes alike. Ghee is important to traditional Punjabi cuisine, with parathas, dhal and curries often using ghee instead of oil for a richer taste. The type of ghee, in terms of animal source, tends to vary with the dish; for example, ghee prepared from cow's milk is traditional with rice or roti or as a finishing drizzle at top a curry or dhal whereas buffalo-milk ghee is more typical for general cooking purposes.

Ghee is an ideal fat for deep frying because it is 250 °C (482 °F), which is well above typical cooking temperatures of around 200 °C (392 °F).

India is the world's largest producer and consumer of milk and dairy products. Ghee currently controls the second largest market share in terms of revenue in Indian market.

Ghee, which is widely used in Indian cooking, is the pure butter fat left over after the milk solids and water are removed from butter. It is very fragrant with a rich nutty taste and represents the second largest consumed dairy product in India, after liquid milk. The healthy growth of the market can be attributed to numerous forces. Population growth, rising disposable incomes, easy availability, and growing awareness about the benefits of ghee are some of the factors that are broadening the growth aspects of the market.

The ghee market in India has witnessed a strong growth in recent years. Some of the factors which have contributed in influencing the market growth are increasing disposable incomes, expanding distribution channels and introduction of organic ghee.

The strong growth of the Indian ghee market can be attributed to numerous factors. One of the major driving factors is the fact that the majority of the Indian population is engaged in agricultural practices which involve a lot of physical labour. Thus, ghee is considered as a vital source of energy and nutrition in an Indian household. Apart from this, growing health-consciousness among the consumers has prompted manufacturers to come up with organic ghee, which in turn, has added to the overall demand. Some of the other driving factors include population growth, rising disposable incomes and expanding distribution channels in the country. The market is further expected to reach a value of more than INR 3014 Billion by 2021, growing at a CAGR of

nearly 15% during 2017-2021.

Global ghee market has grown at a CAGR of 3.8% during 2009-2016, reaching a volume of 5.4 Million Tons in 2016. Ghee, also known as clarified butter, is used as a staple food in most of the Indian households. It is made through a simple process of boiling butter and then discarding the butterfat. The product thus collected from this process contains casein, whey and the milk solids.

The market is currently being driven by several factors which have influenced the demand for ghee. One of the major factors is the nutritional content present in the ghee which helps in keeping various diseases at bay. Some of the nutritional elements contained in ghee include vitamin A, D, E and K, fatty acids, butyric acids, etc. These nutrients help in preventing cancer and inflammation, boosting immunity, healing digestive system, balancing cholesterol levels, improving eye-health and maintaining overall well-being. Other factors which have increased the popularity of ghee among the consumers are increasing population, rising disposable incomes, a growing demand from emerging markets,

## **CHAPTER III**

### **COMPANY PROFILE**

**(RKG GHEE, Muthur Road, KANGAYAM)**

RKG Ghee is a leading manufacturer and exporter of quality pure ghee in India. Our policy is "To delight the customer by taste and flavor". We are committed to our customers all over the world with traditional RKG Ghee's quality and service.

RKG is a leading manufacturer of Ghee and is known for its quality, purity and divinity. The company was established in the year 1932. The company is celebrating 85 years of business, and the fifth generation is presently a main part of the company. We manufacture ghee using latest Technology and Equipments under hygiene condition. These products are highly demanded in the market freshness, rich aroma and granular texture. This ghee possesses high nutritional value and carbohydrates, which is very essential for the body. Various requirements of the clients, we are offering this pure cow ghee in various packaging quantities. It is ideal as a nutritious accompaniment to food,

for all cooking and frying, as well making wholesome and delicious sweets. Not just that, ghee also has many therapeutic benefits. From helping bring down stress; to increasing memory power; to aiding growth in children; to improving digestion, eyesight, and hair and skin health. No wonder ancient Ayurvedic treatises consider ghee to be a gift from the gods!

For every occasion RKG will be a main part may it be marriages, festivals, vacation, pilgrimage trip and parties. Our main clients are from industries like hotels, caterers, sweet stalls, Ayurvedic institutions, temples, confectionaries and households

## **VISION**

Our vision is to be a leading ghee brand in south India.

## **MISSION**

we are continuously improving our infrastructure and network to make our product available across.

## **QUALITY**

RKG Ghee is produced & packed through automated machines. Once the butter is placed for Melting then cooking, Clarification, Granulation and Packaging is automated and the finished product is then placed in containers for shipping.

## **STRENGTH**

85 years of experience in manufacturing ghee is our key strength. Our brand is trusted by our distributors and customers.

## **CERTIFICATION**

AGMARK license is issued by govt of India and RKG is one of the first ghee companies in India to get AGMARK certification in 1952. The state AGMARK grading station checks the quality of ghee after production, certifies each batch of ghee produced and also cross checks the quality of our product in market to ensure the food

safety of consumers.

## **PRODUCTS**

RKG Ghee is available in 2 types

- o RKG Classic Pure Ghee - Indian origin (more flavor)
- o RKG Butter Ghee - New Zealand origin

RKG Ghee is available in tins, pet jars, pouches and sachets. We offer 15lt; 10lt, 5lt, 2lt, 1lt, 500ml, 200ml, 100ml and 50ml tins are available. The tins are coated with food grade laquer in order to avoid rusting inside or outside the tins. 1 lit, 500ml, 200ml, 100ml and 50ml Pet jar are available. All the pet jars are sealed with aluminum foil (with AGMARK logo) which helps to retain aroma and helps to avoid duplication. 1ltr, 500ml, 200ml, 100ml and 50ml stand-up pouches are available. Standup pouches are used as an economical refill pack. 50ml, 15ml sachets are also available especially for pooja kits and other small cooking purposes where ghee acts as a flavour. We use highly advanced packaging equipment to maintain the quality and flavor.

## **COMPETITORS OF RKG GHEE**

Our major competitors are GRB Ghee, Aavin Ghee, Amul Ghee, Sri Krishna Ghee, Radha Ghee, AAC Ghee, and Udayakrishna Ghee.

## **CAREER GROWTH**

The company is always committed for the growth of its employees. The management is also committed to encourage the talent within the organization to fill up the vacancies in the higher positions.

Every year, the company invests a large amount of its income on training & development of its employees in a bid to develop the competency of each employee to

contribute his/her best for the organization.

#### **PRICE OF RKG GHEE**

15kg	7500
5lit	2300
2lit	920
1 lit	445
500 ml	230
200 ml	100
100ml	55
50ml	30

## **CHAPTER-IV**

### **DATA ANALYSIS AND INTERPRETATION**

#### **TABLE NO. 4.1.1**

#### **AGE OF THE RESPONDENTS**

<b>S. No</b>	<b>Age</b>	<b>No. Of Respondents</b>	<b>Percentage</b>
--------------	------------	---------------------------	-------------------



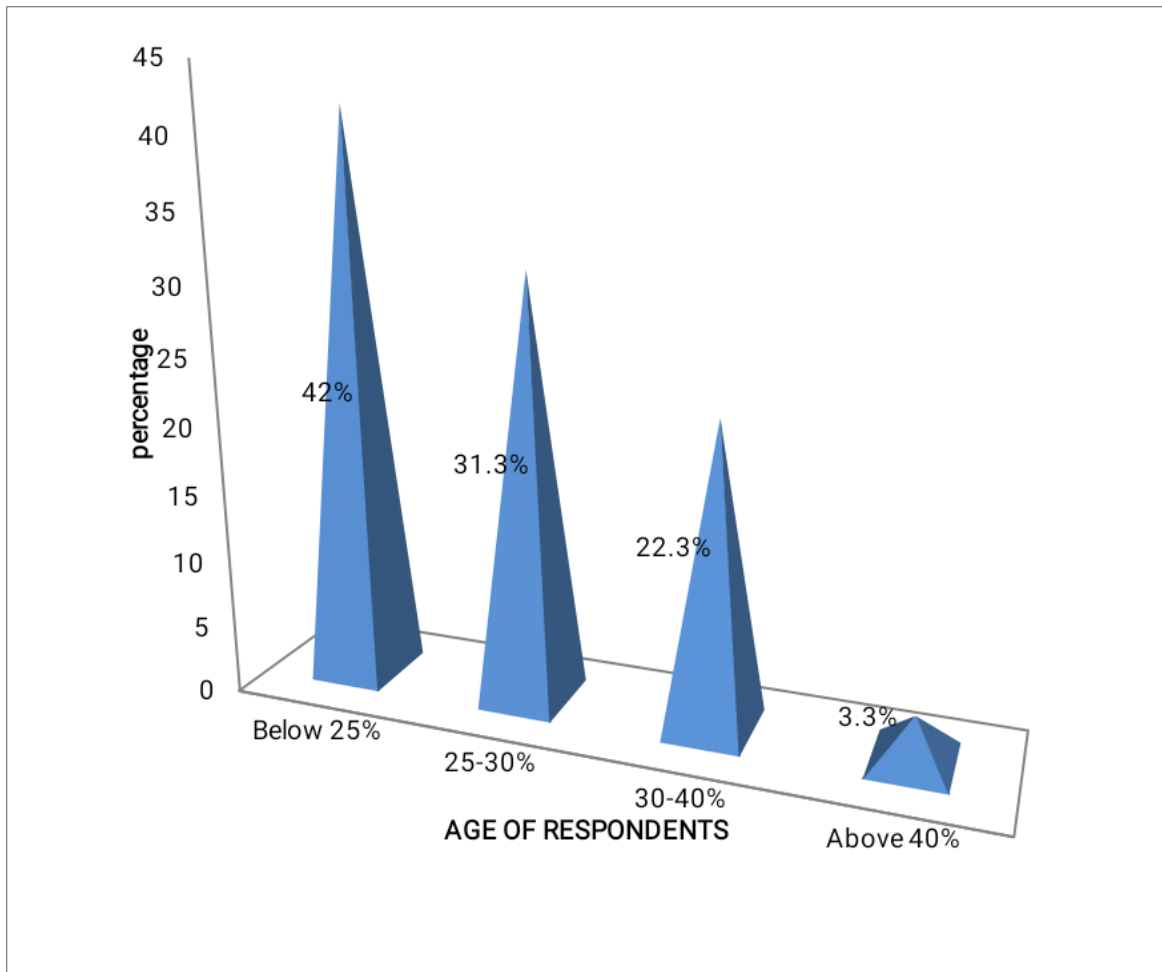
1	Below 25 years	63	42
2	25-30 years	47	31.3
3	30-40 years	35	22.3
4	Above 40 years	5	3.3
	<b>Total</b>	<b>150</b>	<b>100</b>

#### Interpretation:

From the above table, it is inferred that 42% of the respondents are belong to the age group of below 25 years, 31.3% of the respondents are belong to the age group of 25-30 years, 22.3% of the respondents are belong to the age group of 30-40 years, 3.3% of the respondents are belong to the age group of above 40 years.

## CHAPTER-4.12

### AGE OF RESPONDENTS



**TABLE: 4.1.2**  
**EDUCATION QUALIFICATION**

S.NO	Education qualification	No. of respondents	Percentage
1	Graduates	29	19
2	Under Graduates	48	38
3	Post Graduates	44	34
4	Business	19	09
5	Others	18	8
	<b>Total</b>	<b>150</b>	<b>100</b>

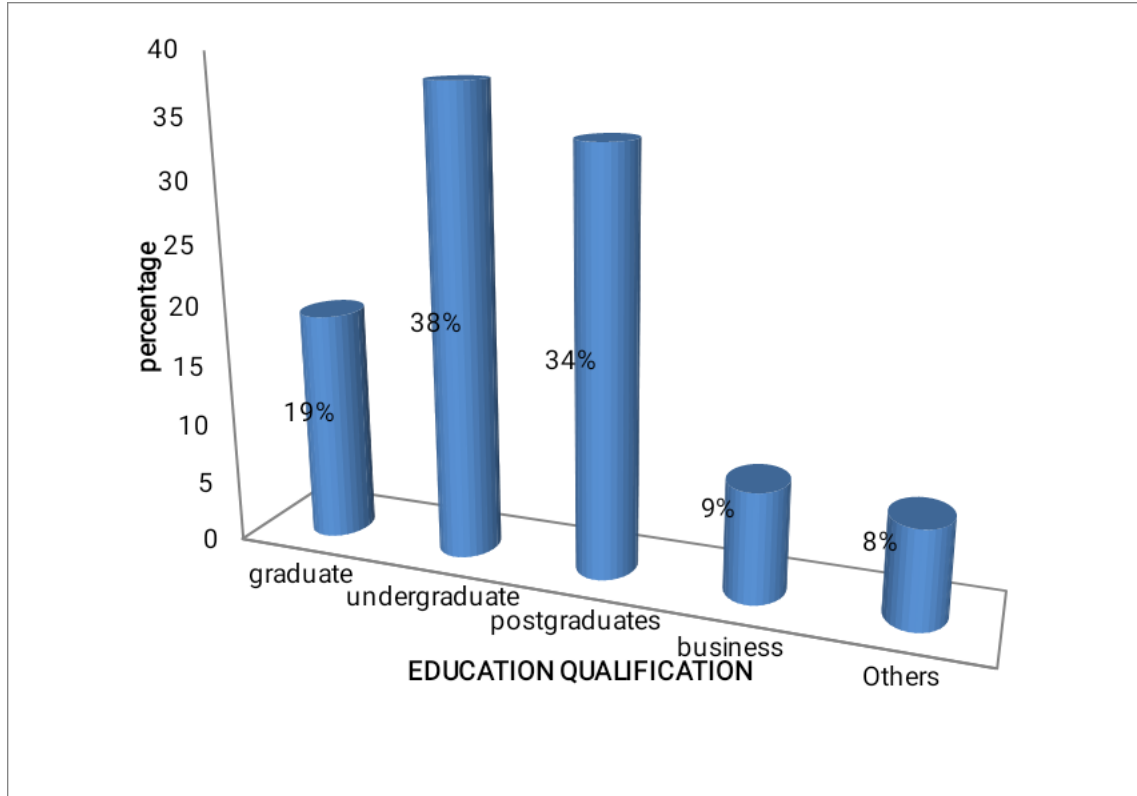
**Source: Primary data**

### **INTERPRETATION**

It is inferred from the above table that 38% of the respondents have completed their under graduation, 34% of the respondents have completed their completed post graduates, 19% of the respondents have completed their Graduated, 09% of the respondents are doing business., and 8% of the respondents have completed others courses.

CHART: 4.1.2

EDUCATION QUALIFICATION



**TABLE 4.13**

**MARITAL STATUS OF THE RESPONDENTS**

<b>S.No</b>	<b>Marital status</b>	<b>No. Of Respondents</b>	<b>Percentage</b>
1	Married	77	51.3
2	Unmarried	73	48.7
	<b>Total</b>	<b>150</b>	<b>100</b>

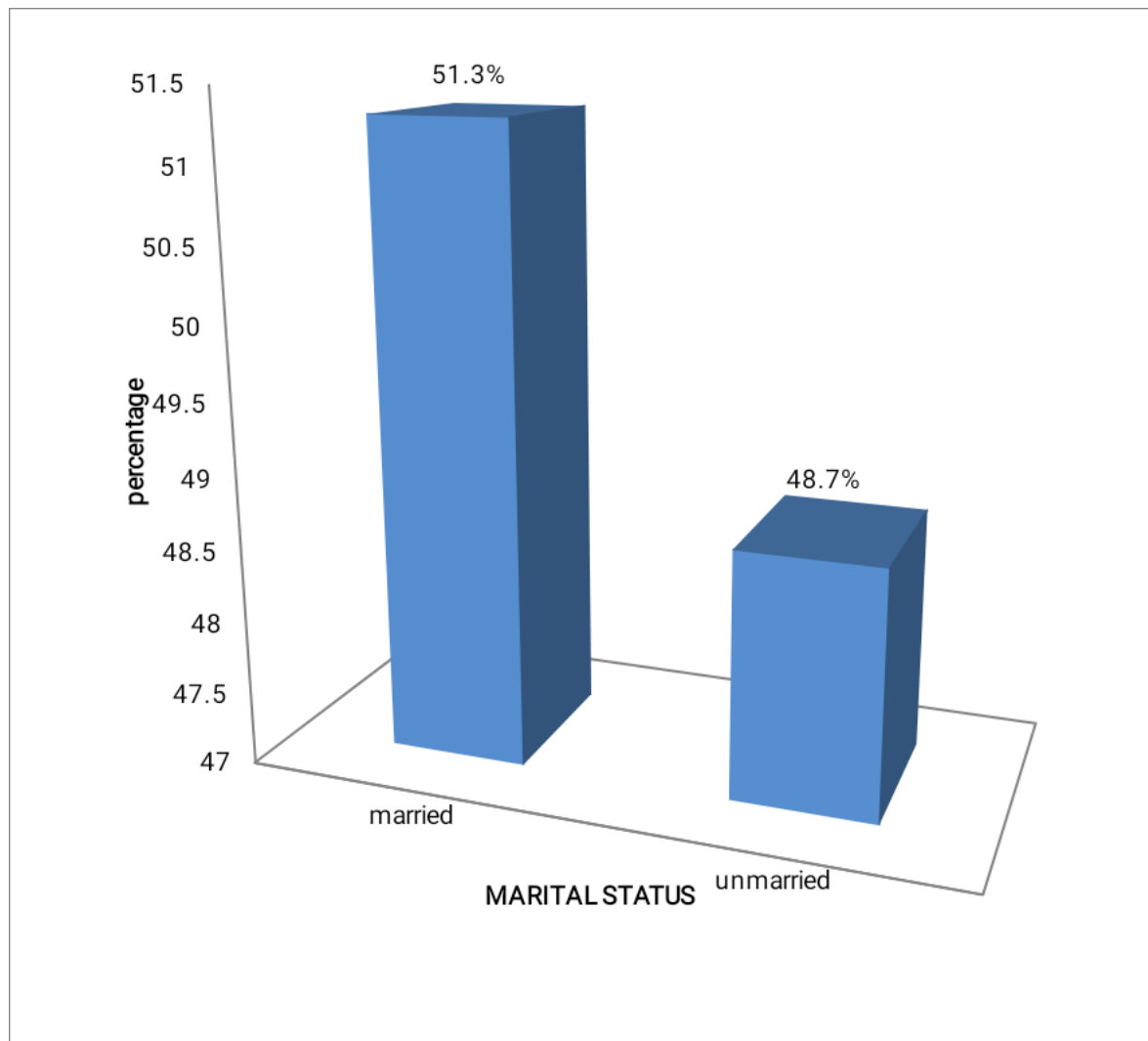
**Source: Primary Data**

**Interpretation**

From the above table, it can be inferred that 51.3% of the respondents are married and 48.7% of the respondents are unmarried.

CHART: 4.1.3

MARITAL STATUS OF THE RESPONDENTS





**TABLE NO. 4.1.4**  
**GENDER OF THE RESPONDENTS**

S.No	Gender	No. Of Respondents	Percentage
1	Male	109	72.7
2	Female	41	27.3
	<b>Total</b>	<b>150</b>	<b>100</b>

**Source: Primary Data**

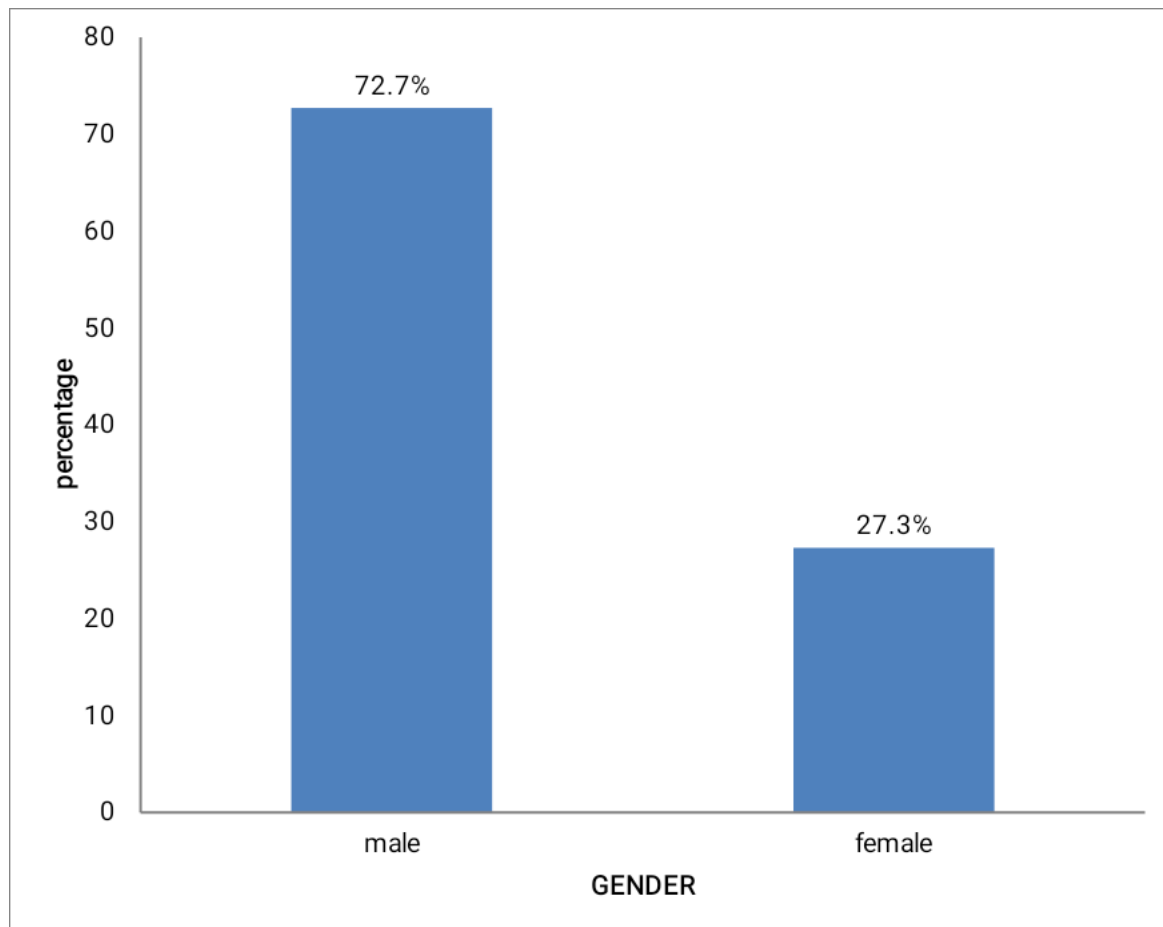
#### **Interpretation**

From the above table, it can be inferred that 72.7% of the respondents are male and 27.3% of the respondents are female.



CHART – 4.1.4

GENDER OF THE RESPONDENTS



**TABLE: 4.1.5**  
**MONTHLY INCOME OF THE RESPONDENTS**

S. No	Income	No. Of Respondents	Percentage
1	Less than 10000	51	34
2	10000-20000	55	35.7
3	20000-30000	38	25.3
4	Above 30000	6	4
	<b>Total</b>	<b>150</b>	<b>100</b>

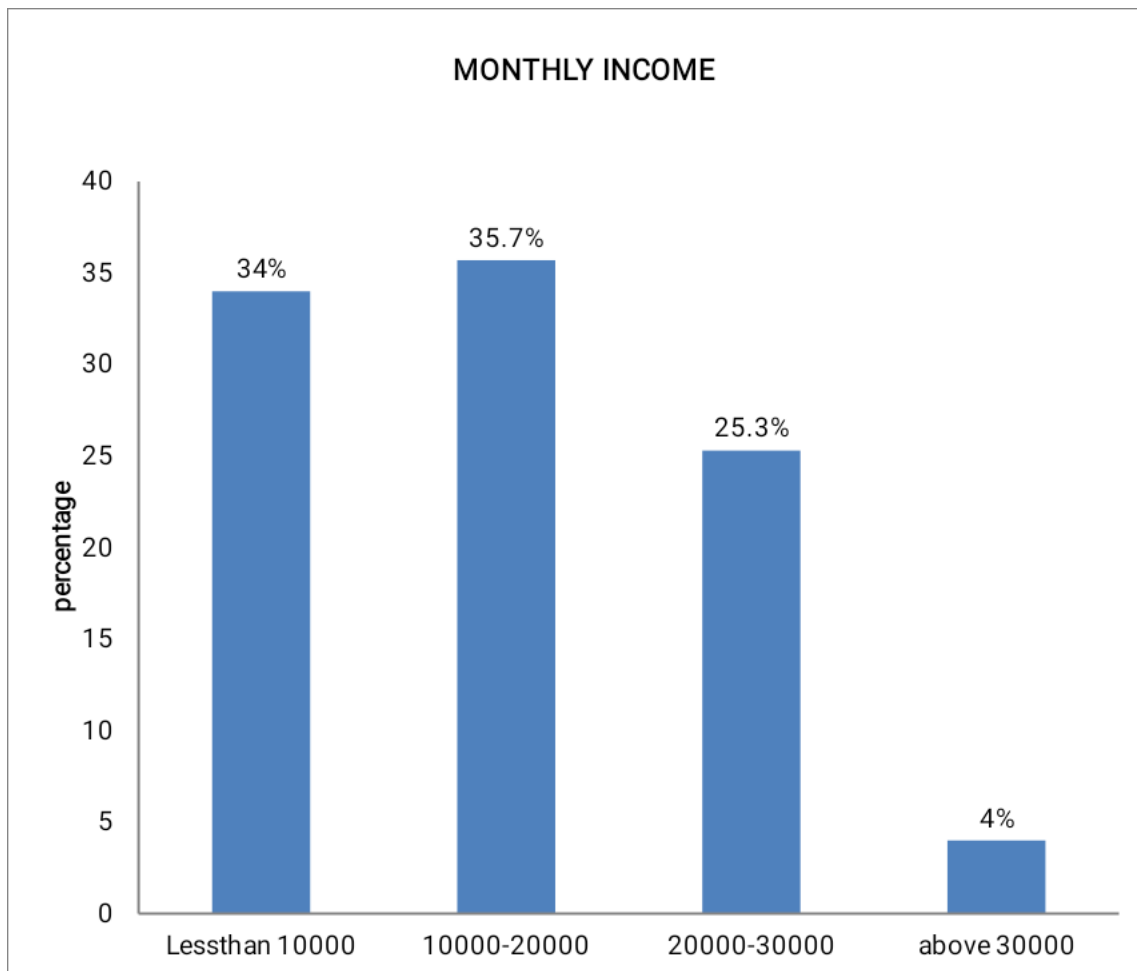
**Source: Primary Data**

#### **Interpretation**

From the above table 35.7% of the respondent's income is 10000-20000, 34% of the respondent's income is below 10000, 25.3% of the respondent's income is 20000-30000, and 4% of the respondent's income is more than 30000.

CHART: 4.1.5

MONTHLY INCOME OF THE RESPONDENTS



**TABLE:4.1.6**

**DEALERS SATISFACTION OF PROMPT DISTRIBUTIONAT THE RKG GHEE**

<b>S. No</b>	<b>Particulars</b>	<b>No. Of Respondents</b>	<b>Percentage</b>
1	Highly satisfied	56	37.3
2	Satisfied	47	31.3
3	Neutral	39	26
4	Normally satisfied	6	4
5	Dissatisfied	2	1.3
	<b>Total</b>	<b>150</b>	<b>100</b>

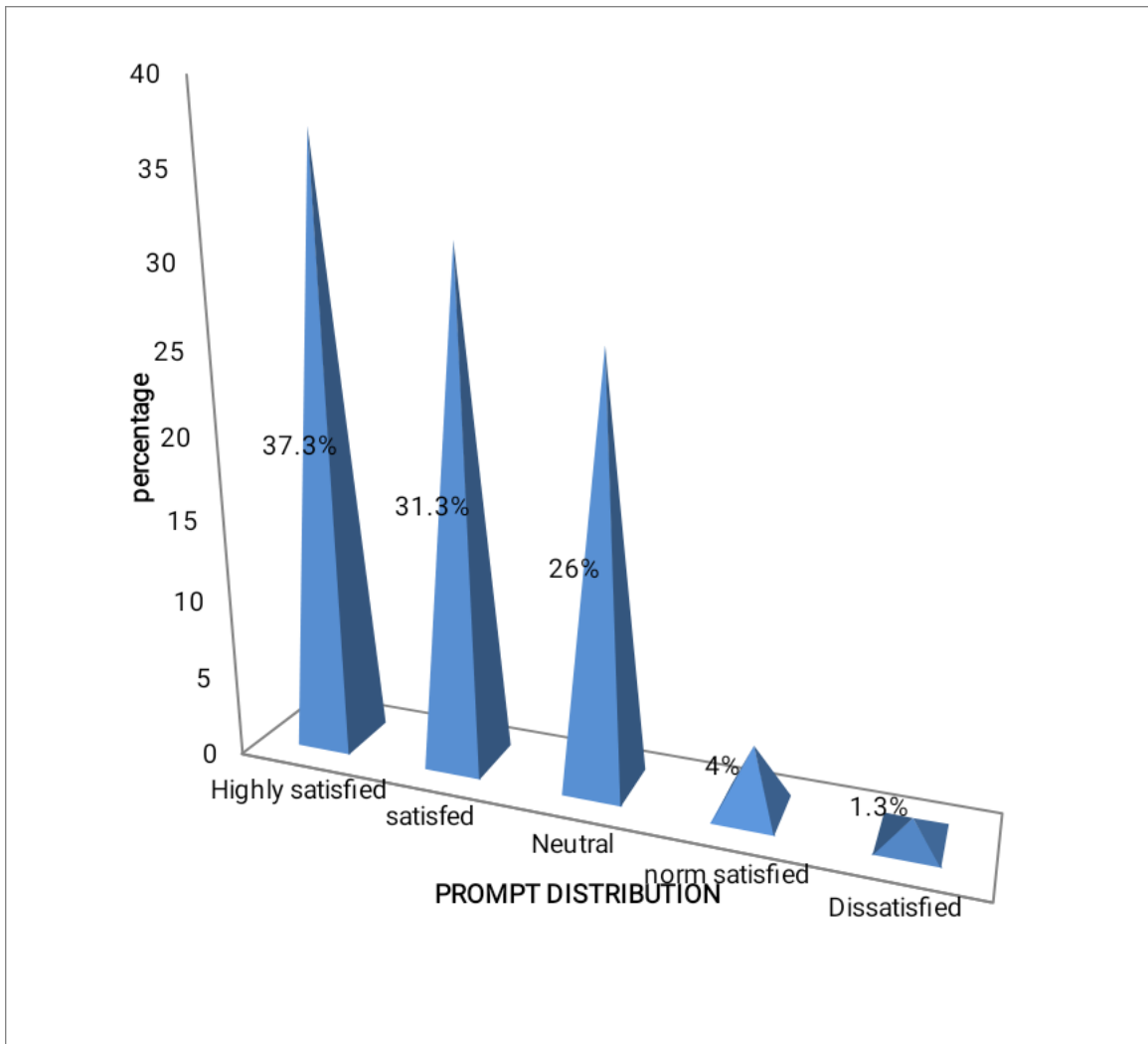
**Source: Primary Data**

**Interpretation**

From the above table, it can be inferred that 37.3% of the respondents is high satisfaction level of prompt distribution , 31.3% of the respondents is satisfied with their distribution,26% of the respondents is Neutral ,4% of the respondents is Normal satisfaction ,2% of the respondents is Dissatisfaction.

CHART: 4.1.6

DEALERS SATISFACTION OF PROMPT DISTRIBUTIONAT THE RKG GHEE



**TABLE: 4.1.7**

**DEALER'S DEALING WITH RKG GHEE RESPONDENTS**

<b>S. No</b>	<b>Particulars</b>	<b>No. Of Respondents</b>	<b>Percentage</b>
1	Nil	51	34
2	Once	55	35.7
3	More than two	38	25.3
4	Every time	6	4
	<b>Total</b>	<b>150</b>	<b>100</b>

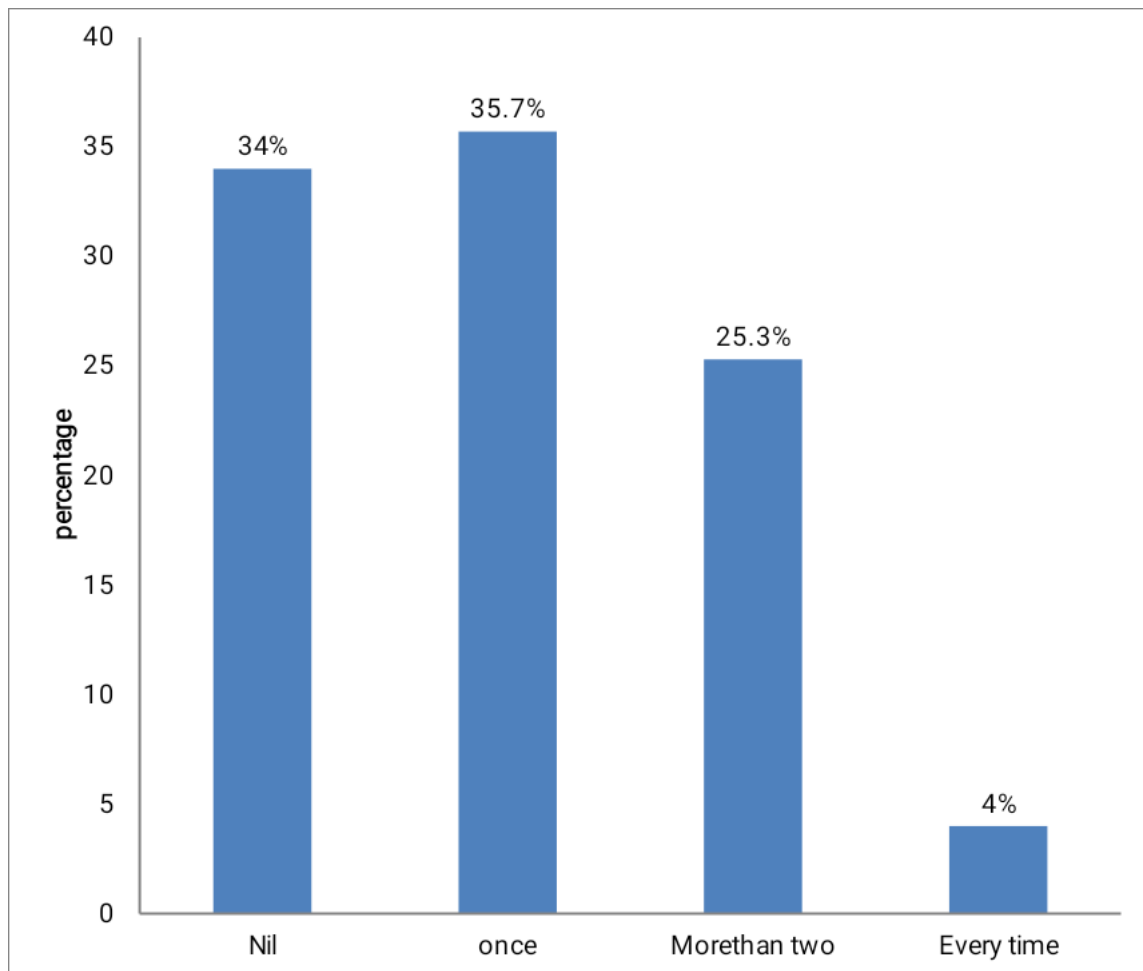
**Source: Primary Data**

**Interpretation**

From the above table 35.7% of the respondents Dealing once and, 34% of the respondents nil 25.3% of the respondents are More than two, and 4% of the respondents are Every time.

CHART: 4.1.7

DEALER'S DEALING WITH RKG GHEE



**TABLE: 4.1.8**  
**RESPONDENTS SATISFIED WITH THEIR DEALINGS**

<b>S.No</b>	<b>Particulars</b>	<b>No. Of Respondents</b>	<b>Percentage</b>
1	Yes	90	60
2	No	60	40
	<b>Total</b>	<b>150</b>	<b>100</b>

**Source: Primary Data**

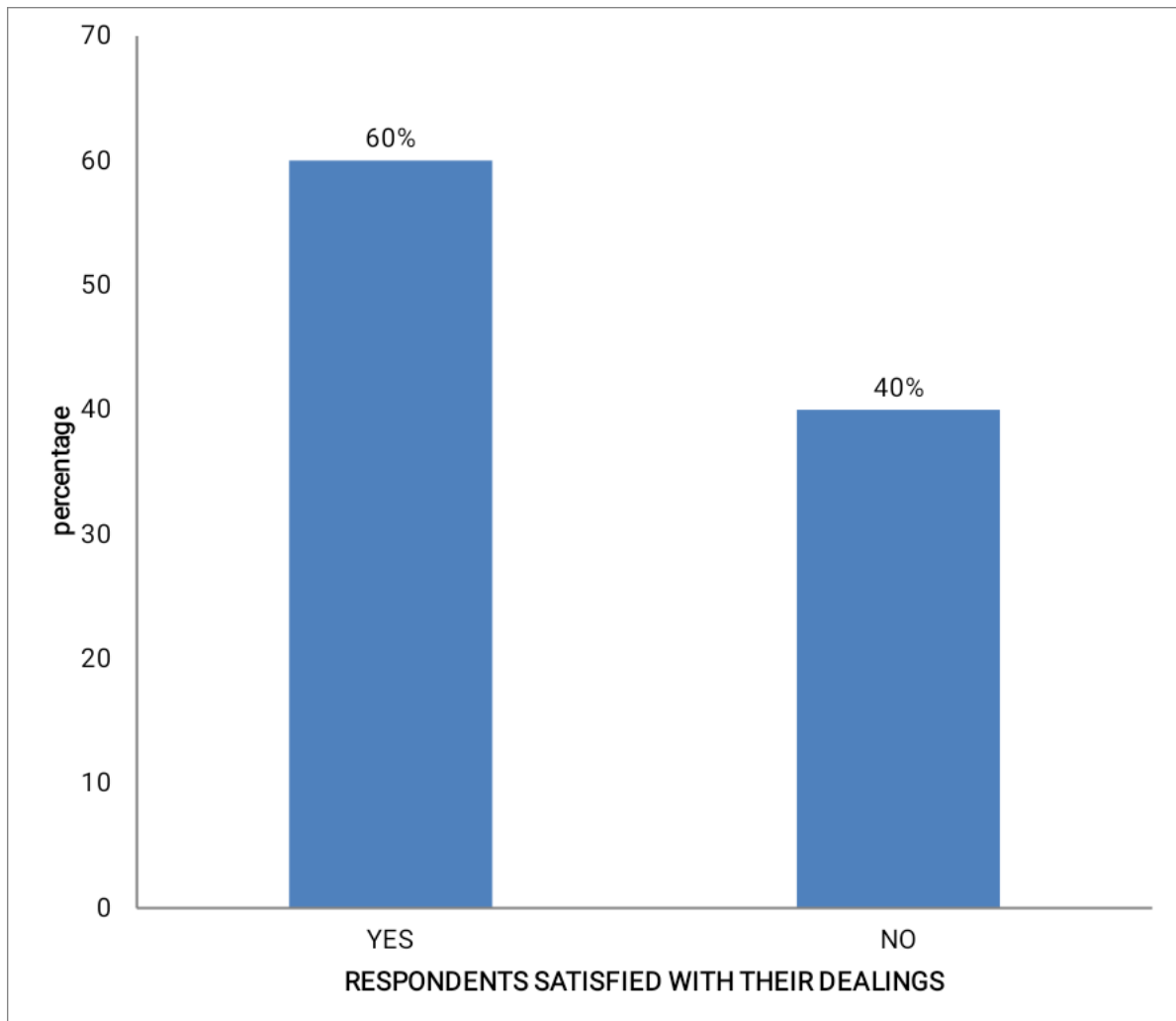
### **Interpretation**

From the above table, it can be inferred that 60% of the respondents are regular buyers and 40% of the respondents are no regular buyers



**CHART: 4.1.8**

**RESPONDENTS SATISFIED WITH THEIR DEALINGS**



**TABLE: 4.1.9**  
**OPINION REGARDING PACKAGING OF RKG GHEE**

S. No	Particulars	No. Of Respondents	Percentage
1	Very good	42	28
2	good	76	50.7
3	Average	25	16.7
4	Poor	7	4.7
5	Worst	0	0
	<b>Total</b>	<b>150</b>	<b>100</b>

**Source: Primary Data**

#### **Interpretation**

From the above table, it can be inferred that 50.7% of the respondents good for Packaging of the product, 28% of the respondents very good for packaging , and 16.7% of the respondents is average for packaging, 4.7% of the respondent's poor packaging of the product.

CHART: 4.1.19

OPINION REGARDING FRESHNESS OF THE RKG PRODUCT

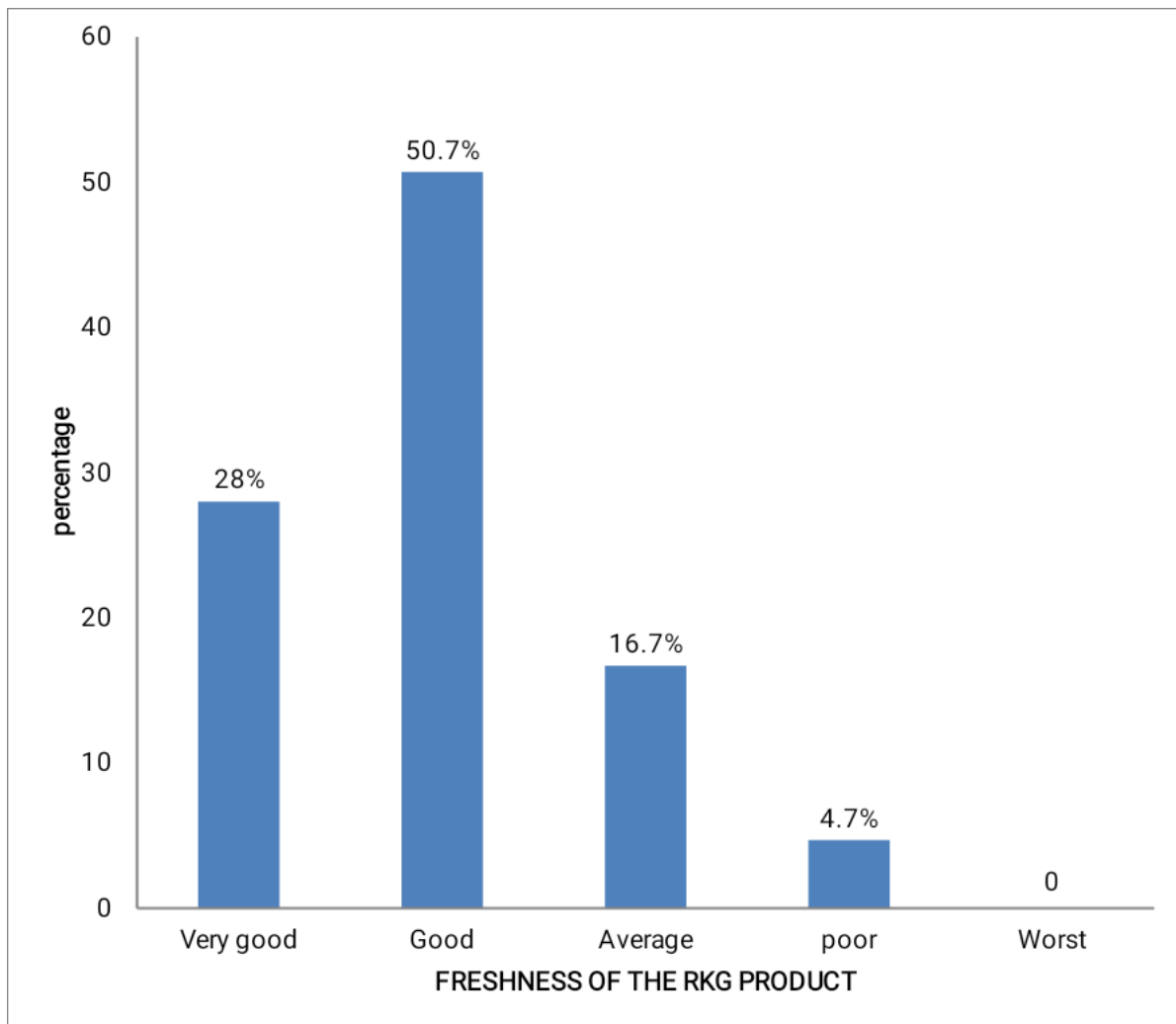


TABLE: 4.1.10

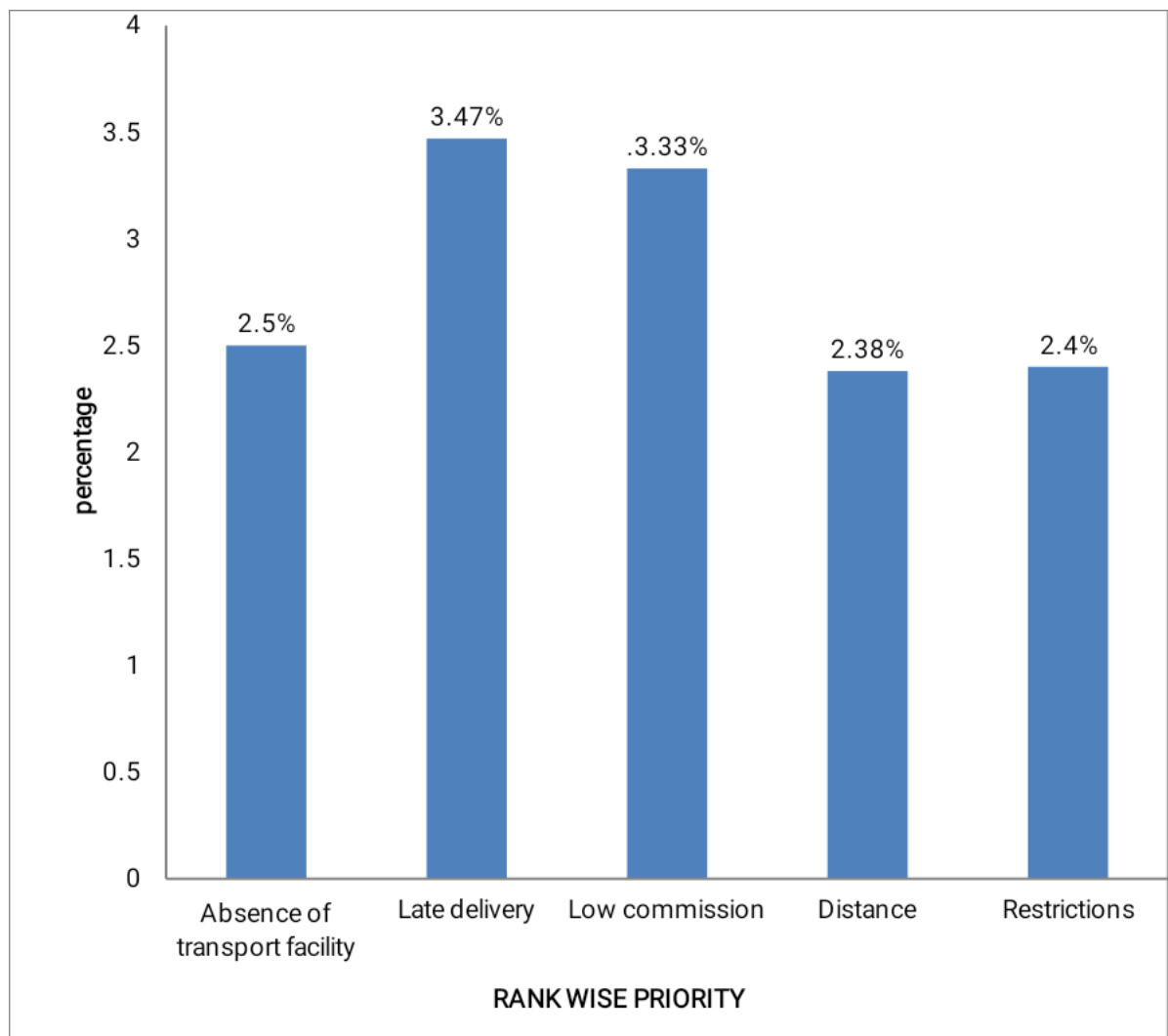
**RANK WISE PRIORITY FOR THE FEATURES OF COMPANY SATISFIES THE DEALERS**

EXPECTATION	5	4	3	2	1	TOTAL	AVERAGE	RANK
Absence of transport facility	85	172	9	16	19	301	2.5	3
Late delivery	140	164	75	24	14	417	3.47	1
Low commission	190	68	75	54	13	430	3.33	2
Distance	115	10	63	64	34	286	2.38	5
Restrictions	80	40	51	82	35	288	2.4	4

**INTERPRETATION**

The above table shows that Late delivery has Ranked 1<sup>st</sup> with 3.47% score, Low commission 2<sup>nd</sup> Rank with 3.33% score, Absence of transport facility 3<sup>rd</sup> Rank with 2.5% with score, Restrictions 4<sup>th</sup> Rank 2.4% with distance with score. Distance with 5<sup>th</sup> Rank 2.38% with score Rank.

**CHART: 4.1.10**  
**RANKWISE PRIORITY**





**TABLE: 4.1.11**

**RESPONDENTS FOR PROVIDING ESSENTIAL DETAILS**

<b>S. No</b>	<b>Particulars</b>	<b>No. Of Respondents</b>	<b>Percentage</b>
1	Yes	40	26.7
2	No	110	73.3
	<b>Total</b>	<b>150</b>	<b>100</b>

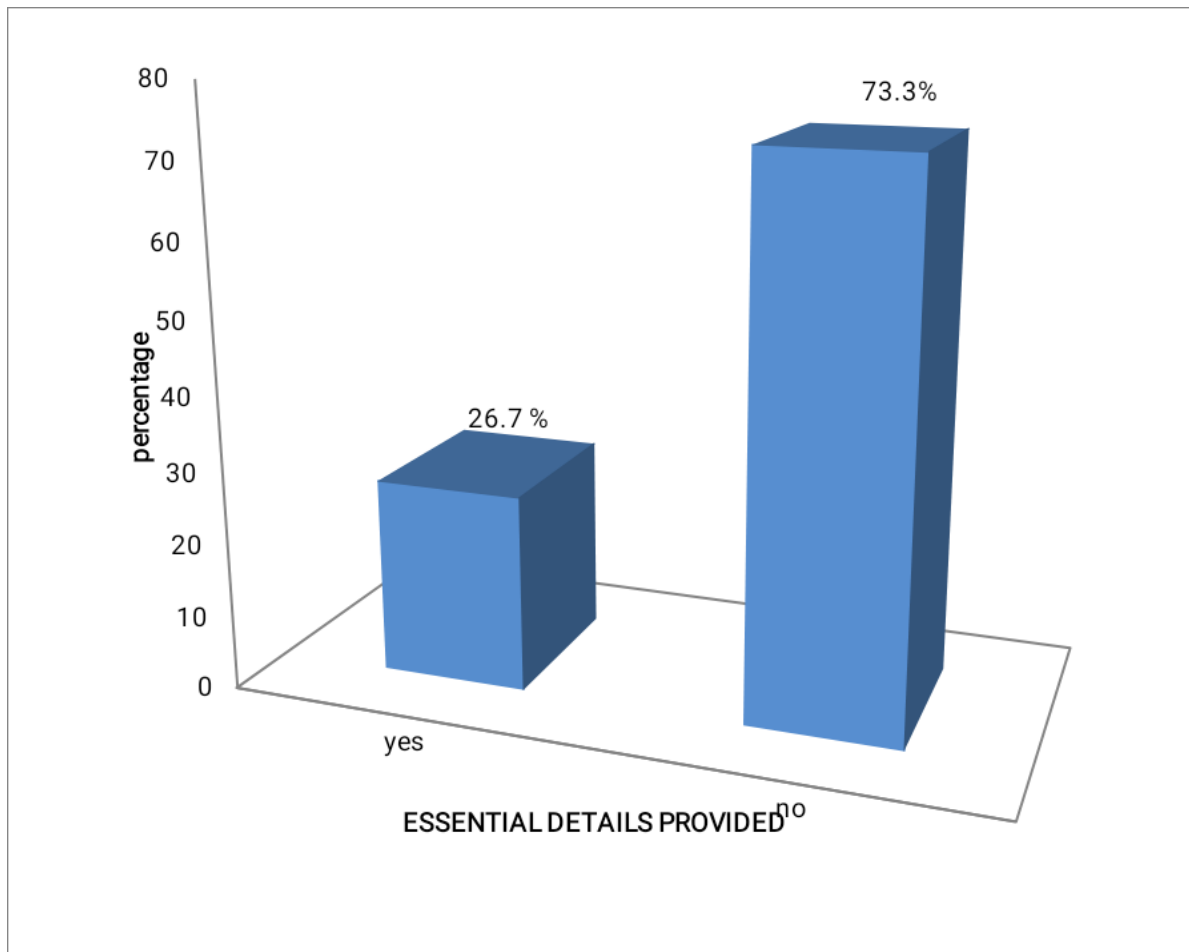
**Source: Primary Data**

**Interpretation**

From the above table, it is inferred that 73.3% of the respondents for providing details of RKG products, 26.7% of the respondents are complaints about RKG products.

CHART: 4.1.12

RESPONDENTS FOR PROVIDING ESSENTIAL DETAILS





**TABLE: 4.1.13**

**REGARDING GOODS DELIVERED ON-TIME**

<b>S. No</b>	<b>Income</b>	<b>No. Of Respondents</b>	<b>Percentage</b>
1	Always	51	34
2	Occasionally	55	35.7
3	Never	38	25.3
4	Shortly	6	4
	<b>Total</b>	<b>150</b>	<b>100</b>

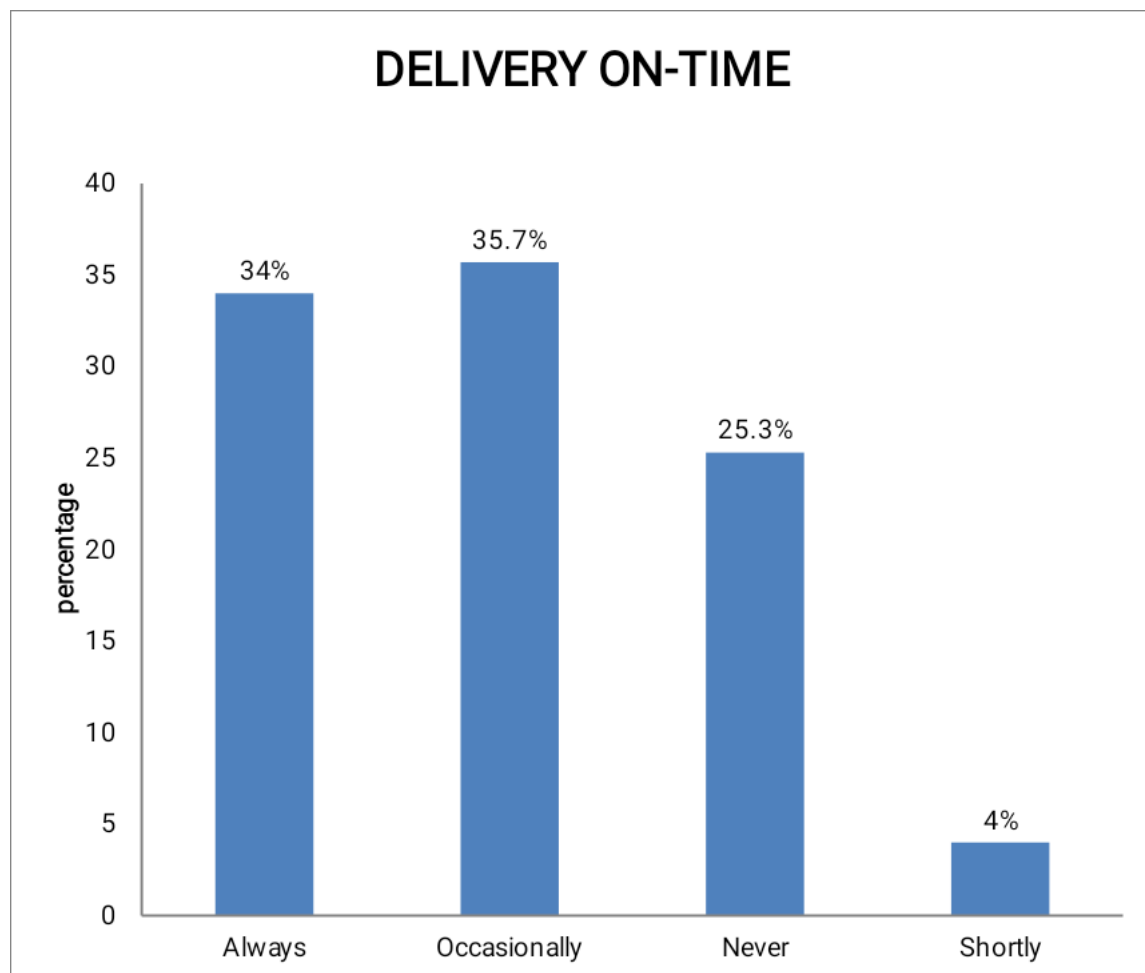
**Source: Primary Data**

**Interpretation**

From the above table 35.7% of goods delivery is occasionally, 34% of the respondents are Always 25.3% of the respondents are Never, and 4% of the respondents are shortly.

CHART: 4.1.13

REGARDING GOODS DELIVERED ON-TIME



**TABLE: 4.1.14**

**DEALERS THOUGHT REGARDIND TO DEAL**

<b>S.No</b>	<b>Family size</b>	<b>No. Of Respondents</b>	<b>Percentage</b>
1	Yes willing to deal with	72	48
2	Not willing	78	52
	<b>Total</b>	<b>150</b>	<b>100</b>

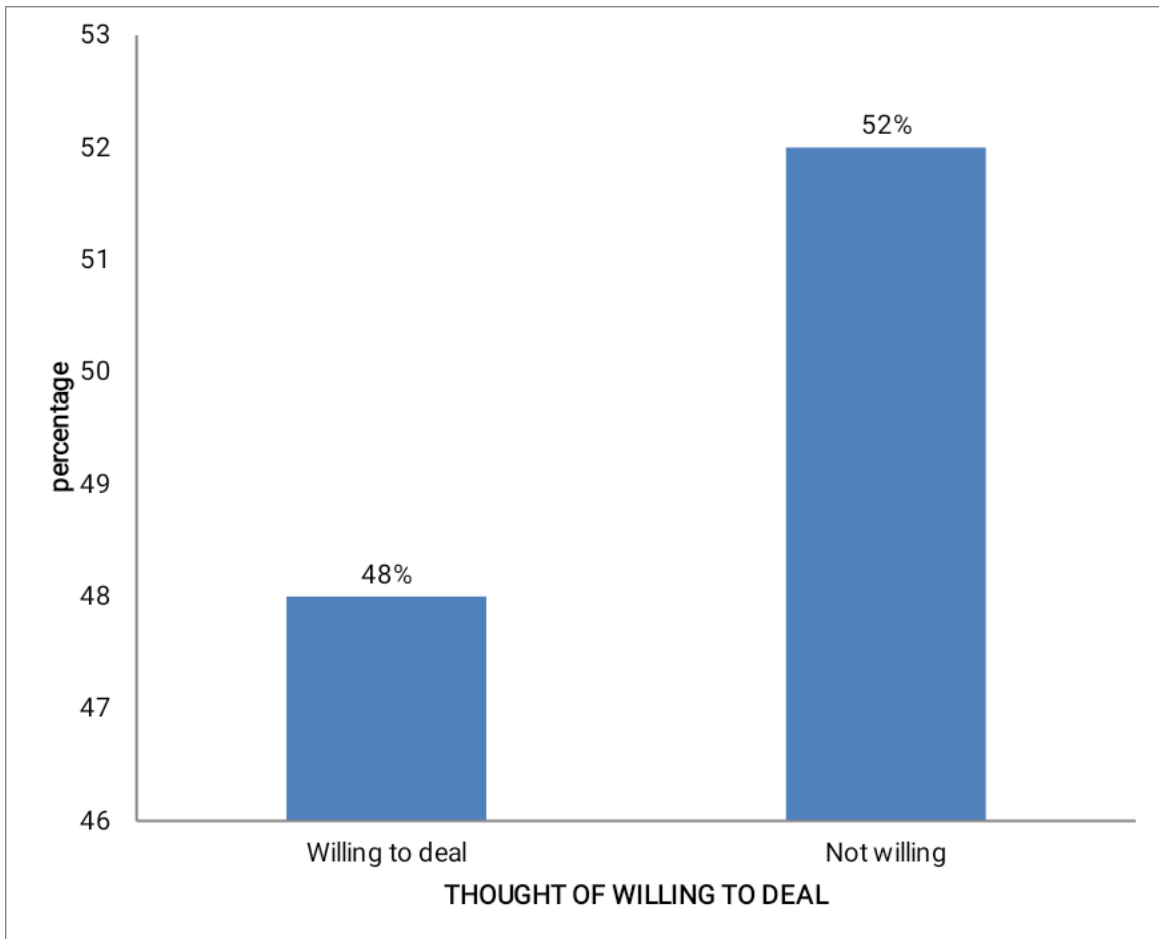
**Source: Primary Data**

**INTERPRETATION:**

From the above table shows that 52% of respondents are not willing, 48% of the respondents are willing to deal.

CHART: 4.1.14

DEALERS THOUGHT REGARDING TO DEAL



**TABLE: 4.1.15**  
**REGARDING AN INFORMATIVE AND ATTRACTIVE ADVERTISEMENT**

<b>S. No</b>	<b>Particulars</b>	<b>No. Of Respondents</b>	<b>Percentage</b>
1	Strongly Disagree	24	16
2	Neutral	28	18.7
3	Disagree	56	37.3
4	Agree	31	20.7
5	Strongly Agree	11	7.3
	<b>Total</b>	<b>150</b>	<b>100</b>

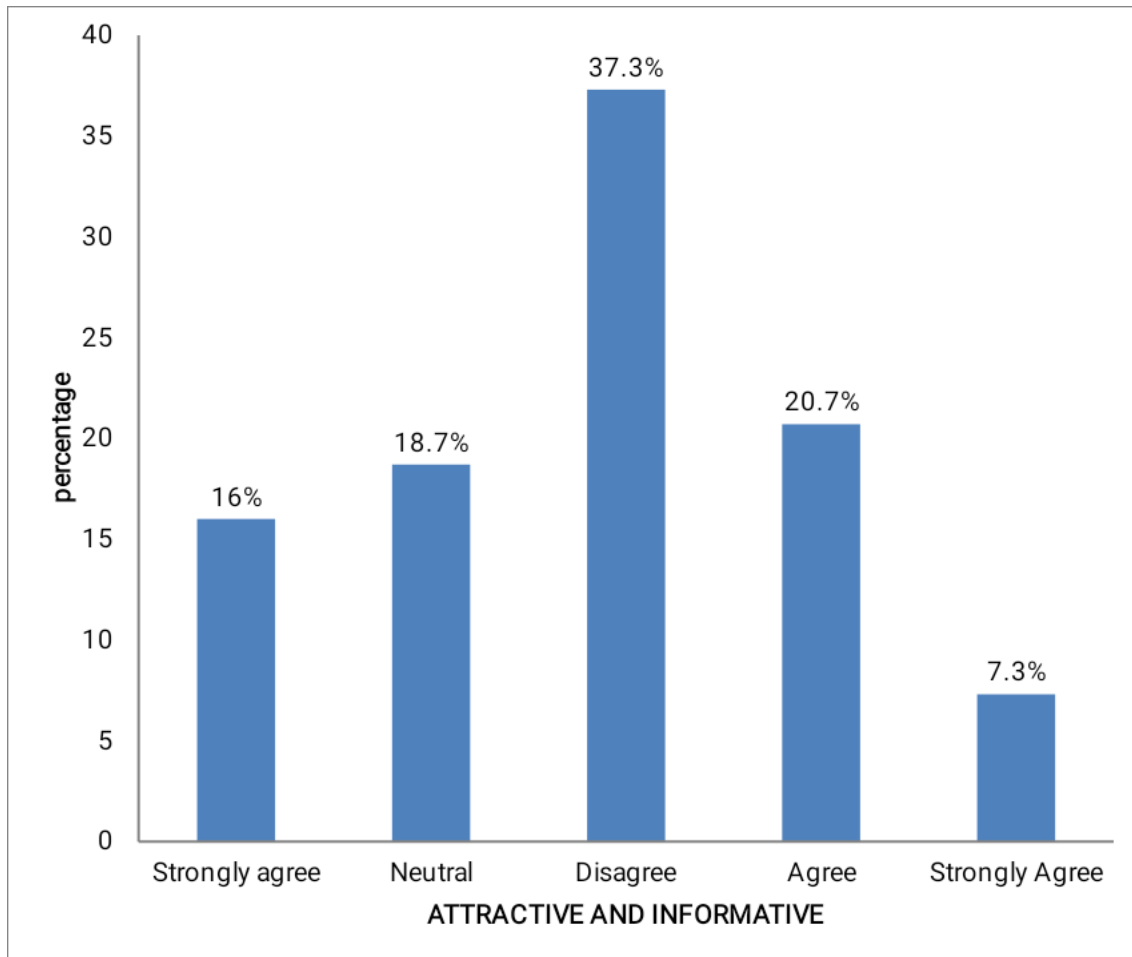
**Source: Primary Data**

### **Interpretation**

From the above table, it is inferred that 37.3% of the respondents are Disagree, 20.7% of the respondents are Agree, 18.7% of the respondents are every Neutral, 16% of the respondents are Strongly Disagree, and 7.3% of the respondents are Strongly Agree.

CHART: 4.1.15

REGARDING ATTRACTIVE AND INFORMATIVE ADVERTISEMENT



**TABLE: 4.1.16**

**RESPONDENTS FOR REPLACEMENT OF PRODUCT AFTER DELIVERY**

<b>S.NO</b>	<b>Particulars</b>	<b>No. Of Respondents</b>	<b>Percentage</b>
1	Sometimes	56	37.3
2	Always	58	38.7
3	Never	36	24
	<b>TOTAL</b>	<b>150</b>	<b>100</b>

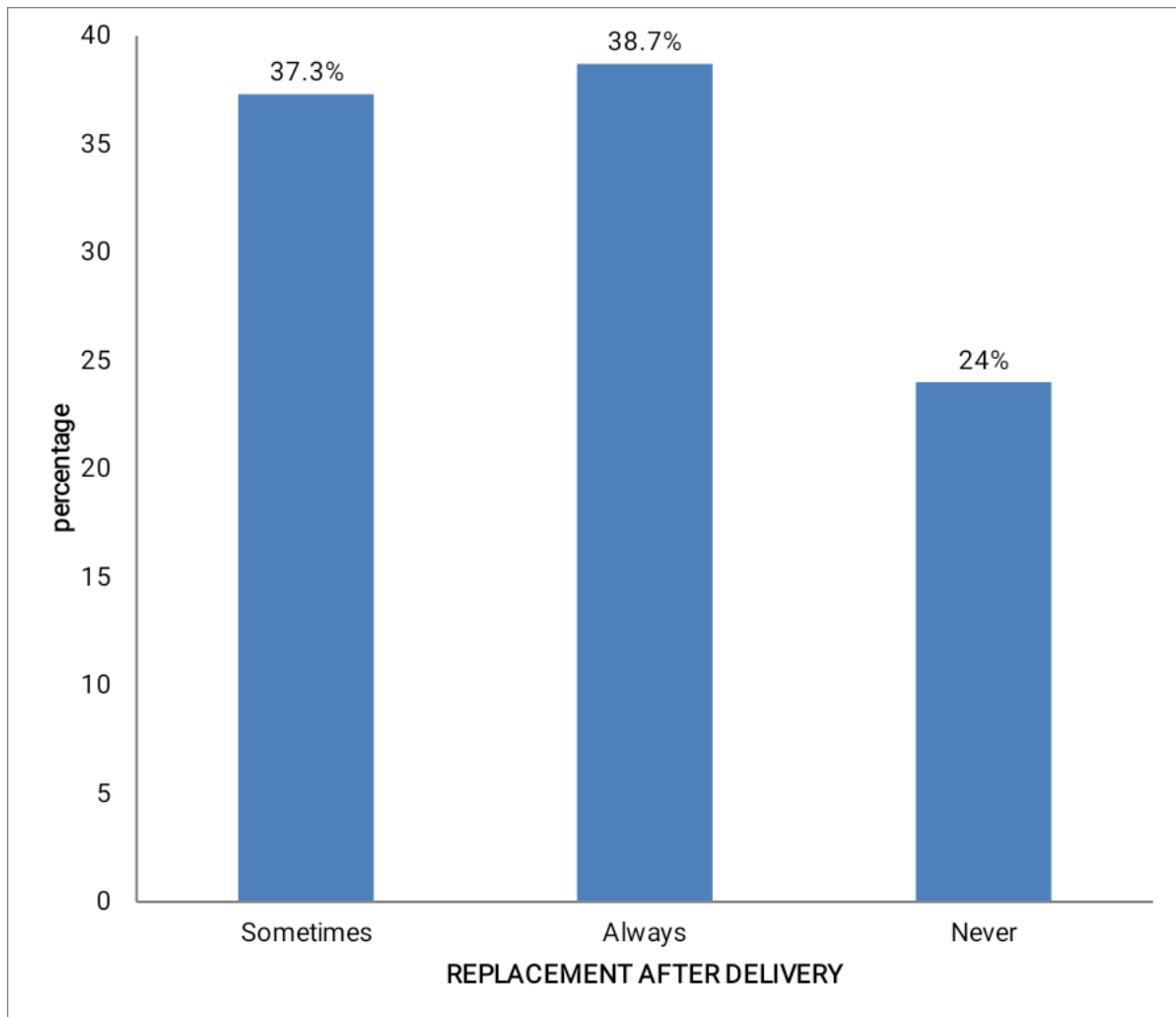
**Source: Primary Data**

**Interpretation**

From the above table, it is inferred that 38.7% respondents for replacement always, 37.3% respondents for Sometimes, and 24% respondents has been never replaced...

CHART: 4.1.16

RESPONDENTS FOR REPLACEMENT OF PRODUCT AFTER DELIVERY





**TABLE: 4.1.17**

**REGARDING COMMISSION RECEIVED BY THE DEALERS OF RKG**

<b>S.NO</b>	<b>Particulars</b>	<b>No. Of Respondents</b>	<b>Percentage</b>
1	Partly Received	58	37.3
2	Wholly Received	36	38.7
3	Never Received	56	24
	<b>TOTAL</b>	<b>150</b>	<b>100</b>

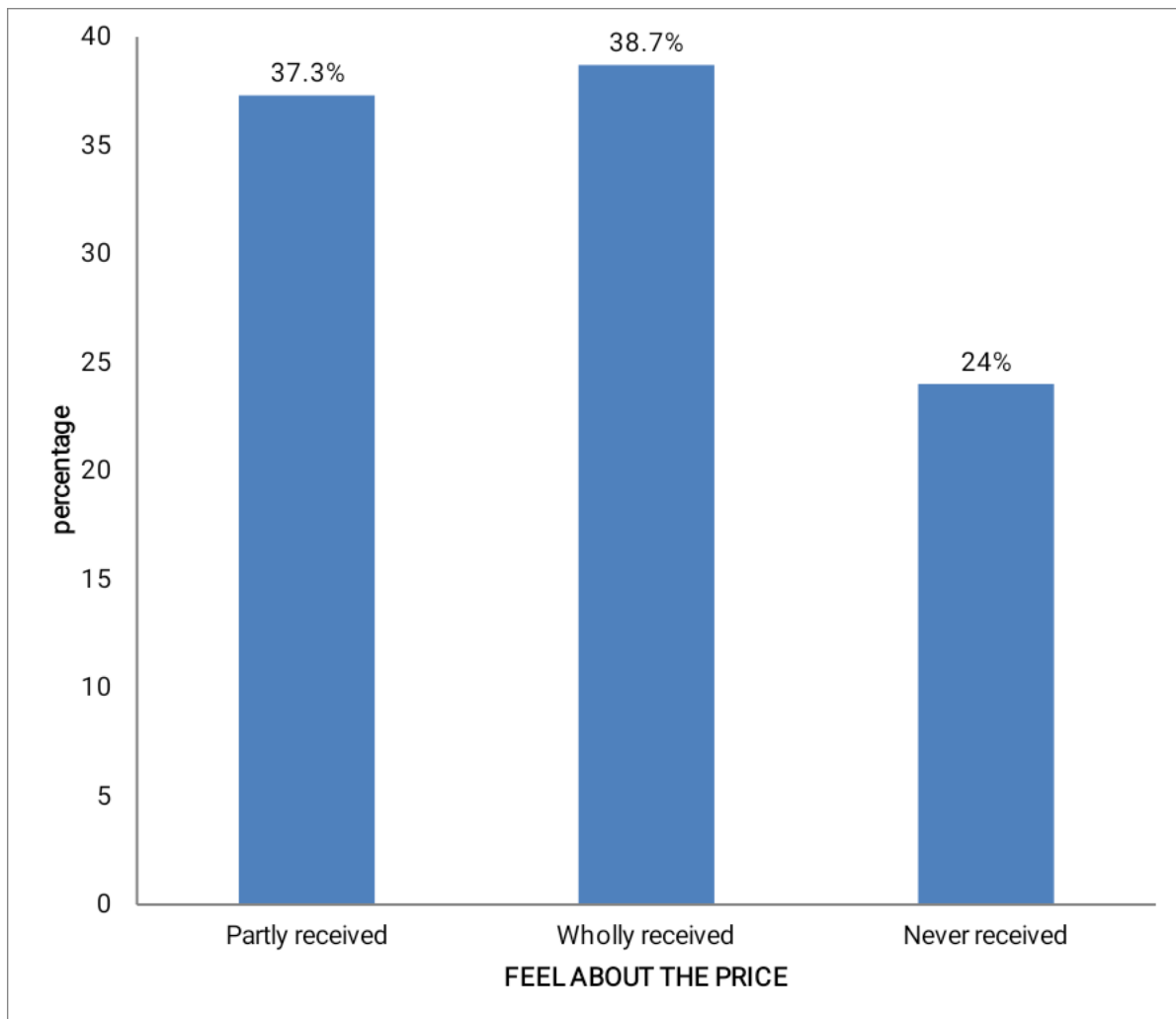
**Source: Primary Data**

**Interpretation**

From the above table, it is inferred that 38.7% respondents are partly received, 37.3% respondents are wholly received for product, 24% respondents are never received...

**CHART: 4.1.17**

**REGARDING COMMISSION RECEIVED BY THE DEALERS OF RKG**



#### 4.1.18

##### RESPONDANTS FOR THE MOTIVATION FOR DEALERS RKG GHEE

S. No	Particulars	No. Of Respondents	Percentage
1	Yes	64	42.67
2	No	47	31.33
3	Sometimes	39	26
	<b>Total</b>	<b>150</b>	<b>100</b>

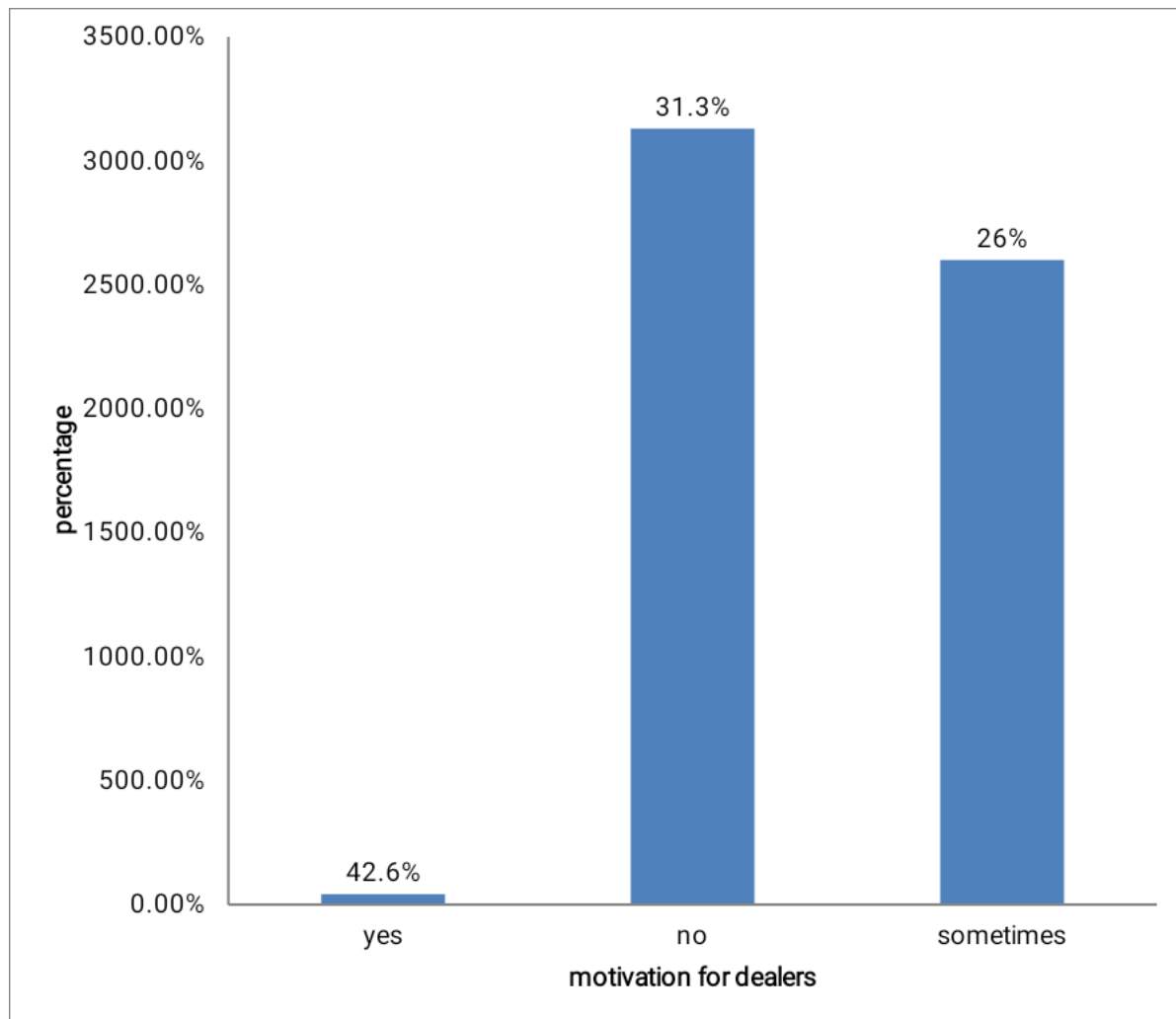
Source: Primary Data

##### Interpretation

From the above table, it can be inferred that 42.67% of the respondents are Yes for the motivation for delivery, 31.3% of the respondents are no to delivery, 26% of the respondents are sometimes for the package delivery.

#### 4.1.18

##### FEEL ABOUT THE PRICE OF RKG GHEE



**TABLE: 4.1.19**

**RESPONDANTS TO THE KIND OF KIND OF PREFERRED**

<b>S.NO</b>	<b>TYPE OF PACKAGE YOU PREFERRED</b>	<b>No. Of Respondents</b>	<b>Percentage</b>
1	50ML	19	12.7
2	100ML	55	36.7
3	200ML	52	34.7
4	500ML	20	13.3
5	1LTR	4	2.7
	<b>TOTAL</b>	<b>150</b>	<b>100</b>

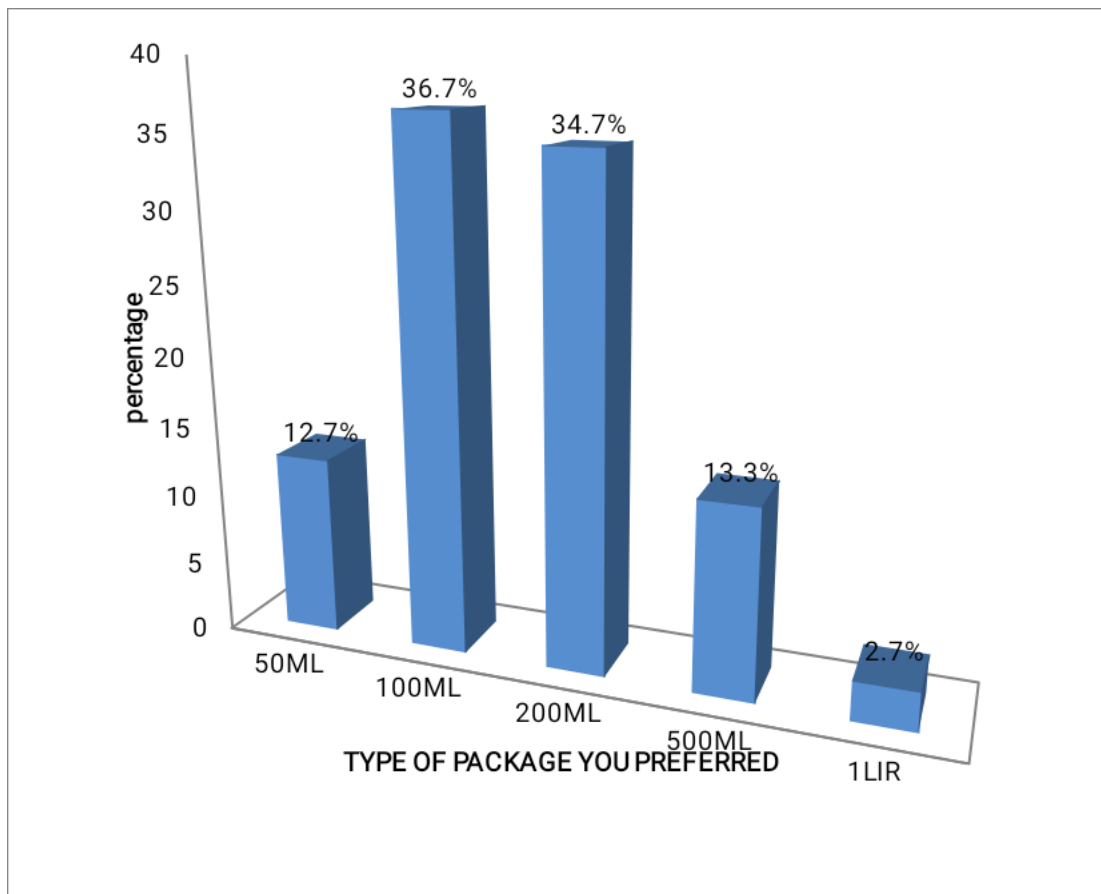
**Source: Primary Data**

**INTERPRETATION:**

From the above table shows that,36.7% respondents are 100 ml package preferred,34.7% respondents 200ml package preferred, 13.3% respondents 500ml preferred,12.7% respondents 50ml package preferred, 2.7% respondents 1 letter package preferred.

CHART: 4.1.19

TYPE OF PACKAGE YOU PREFERRED OF THE RESPONDENTS



#### 4.1.20

##### RESPONDETS TO THE REASONS FOR PURCHASING RKG GHEE

S. No	Particulars	No. Of Respondents	Percentage
1	Convenience	42	28
2	Wide range availability	76	50.7
3	Discounts	25	16.7
4	Offers	7	4.7
5	Others	0	0
	<b>Total</b>	<b>150</b>	<b>100</b>

**Source: Primary Data**

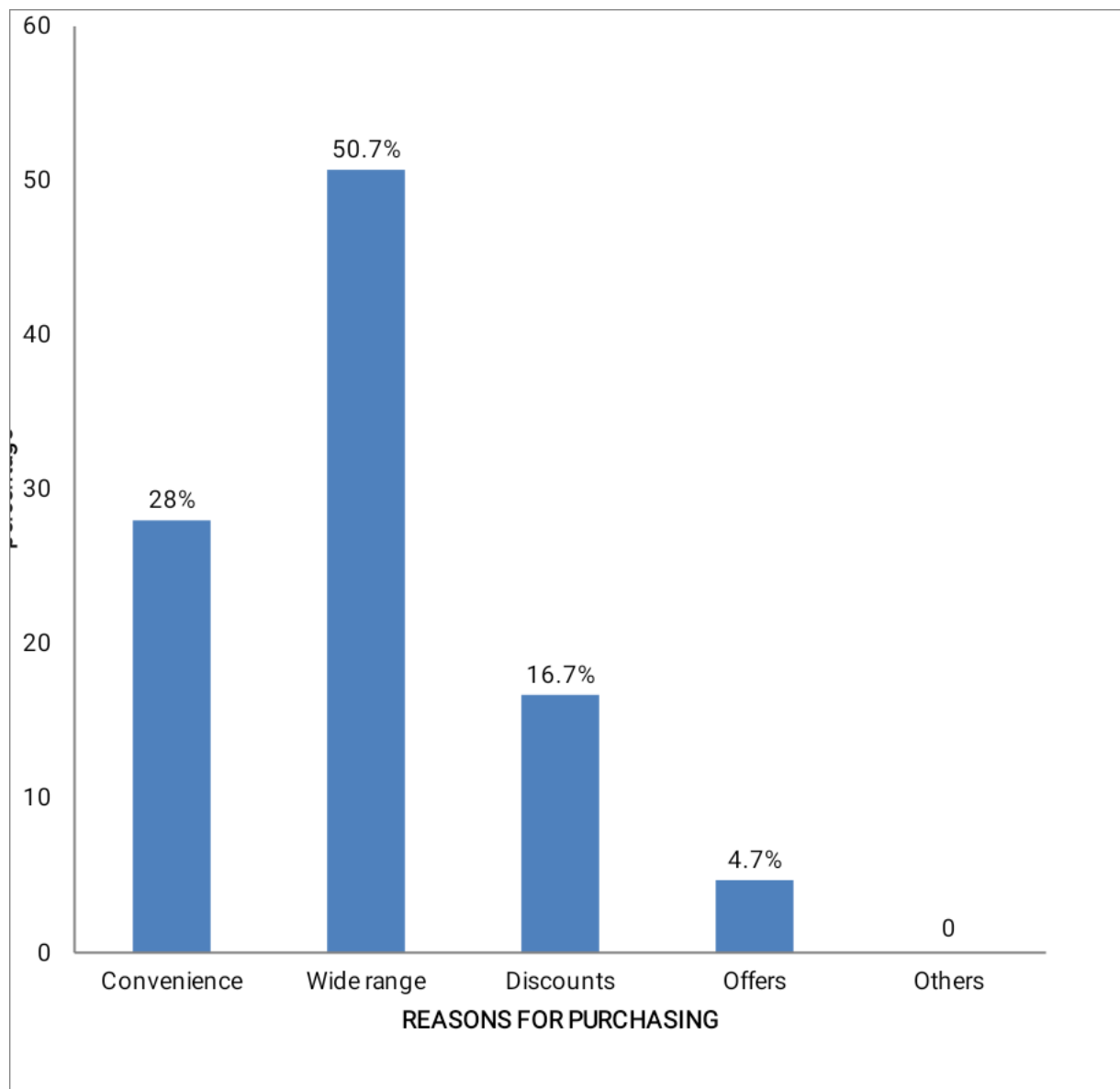
##### **Interpretation**

From the above table, it can be inferred that 50.7% of the respondents wide range availability, 28% of the respondents excellent for convenience, 16.7% of the respondents for Discounts, 4.7% respondents for offers for the product.

**CHART: 4.1.20**

**RESPONDENTS TO THE REASONS FOR PURCHASING RKG GHEE**





## 4.2 CHI -SQUARE ANALYSIS

**Null hypothesis (How):**

There is no significance difference between Age group of the respondent and when did

you see the satisfaction packaging in RKG ghee.

**Alternative hypothesis (H1):**

There is some significance difference between Age group of the respondent and when did you' see the satisfaction packaging in RKG ghee.

Total number of respondents = 150

Level of significance at 5%

$$\text{Chi-square} = \sum (O_i - E_i)^2 / E_i$$

Where =  $O_i$  Observed frequency &  $E_i$  = Expected frequency

Expected frequency ( $E_i$ ) = (Row Total\*Column Total)/Number of Samples

TABLE NO: 4.2.1

## Age Group \* Packaging Cross tabulation

		Packaging						
		Very good	Good	average	Poor	Worst		
age group	Less than 25 y	Count	18	22	20	2	1	63
		Expected Count	23.5	19.7	16.4	2.5	.8	63.0
		% within age group	28.6%	34.9%	31.7%	3.2%	1.6%	100.0%
		% within packaging	32.1%	46.8%	51.3%	33.3%	50.0%	42.0%
		% of Total	12.0%	14.7%	13.3%	1.3%	.7%	42.0%
	25-30y	Count	16	18	10	3	0	47
		Expected Count	17.5	14.7	12.2	1.9	.6	47.0
		% within age group	34.0%	38.3%	21.3%	6.4%	.0%	100.0%
		% within packaging	28.6%	38.3%	25.6%	50.0%	.0%	31.3%
		% of Total	10.7%	12.0%	6.7%	2.0%	.0%	31.3%
	30-40y	Count	19	7	8	1	0	35
		Expected Count	13.1	11.0	9.1	1.4	.5	35.0
		% within age group	54.3%	20.0%	22.9%	2.9%	.0%	100.0%
		% within packaging	33.9%	14.9%	20.5%	16.7%	.0%	23.3%
		% of Total	12.7%	4.7%	5.3%	.7%	.0%	23.3%

Above 40y	Count	3	0	1	0	1	5
	Expected Count	1.9	1.6	1.3	.2	.1	5.0
	% within age group	60.0%	.0%	20.0%	.0%	20.0%	100.0%
	% within packaging	5.4%	.0%	2.6%	.0%	50.0%	3.3%
	% of Total	2.0%	.0%	.7%	.0%	.7%	3.3%
Total	Count	56	47	39	6	2	150
	Expected Count	56.0	47.0	39.0	6.0	2.0	150.0
	% within age group	37.3%	31.3%	26.0%	4.0%	1.3%	100.0%
	% within packaging	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	% of Total	37.3%	31.3%	26.0%	4.0%	1.3%	100.0%

**TABLE: 4.2.3**  
**Chi-Square Tests**

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	25.487 <sup>a</sup>	12	.013
Likelihood Ratio	18.563	12	.100
Linear-by-Linear Association	2.368	1	.124
N of Valid Cases	150		

a. 11 cells (55.0%) have expected count less than 5. The minimum expected count is .07.

**INTERPRETATION:** Therefore,  $H_0$  is rejected and the alternative hypothesis  $H_1$  is accepted. Hence there is significant relationship between age group of the respondents and satisfaction packaging in products

#### **4.4CORRELATION**

CORRELATION tests the significant differences between groups. But while the t-test is limited to the comparison of only two groups, one way CORRELATION can be used to the test differences in three or more groups,. Several hypotheses worth investigating in our project involve the comparison of more than two groups. CORRELATION is based upon a comparison of variance attributable to the independent variable (variability between groups or conditions) relative to the variance within groups resulting from random chance.

##### **NULL HYPOTHESIS (H0):**

There is no significance difference between characteristics Gender and When you see the know about the RKG ghee

##### **ALTERNATE HYPOTHESIS H1:**

There is significance difference between characteristics Gender and When did you know about the RKG ghee

Total number of respondents = 150

Level of significance = 5%

**TABLE: 4.4.1**

**Correlations**

		gender	know about RKG ghee
Gender	Pearson Correlation	1	.030
	Sig. (2-tailed)		.719
	N	150	150
know about RKG ghee	Pearson Correlation	.030	1
	Sig. (2-tailed)	.719	
	N	150	150

**INFERENCE**

Since the p value is 0 is less than 0.05 therefore we reject the Ho

There is significance difference between characteristics Gender and When did we see that , comes to know about RKG ghee products.

#### 4.5 ANOVA ANALYSIS

To Test the significance relationship between age of the respondents and complaints about RKG products.

##### NULL HYPOTHESIS H<sub>0</sub>:

There is no significant relationship between age of the respondents and complaints about RKG products.

##### ALTERNATE HYPOTHESIS H<sub>1</sub>:

There is significant relationship between age of the respondents and complaints about RKG products

**TABLE: 4.5.1**

##### **ANOVA**

complaints about RKG products

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	1.594	3	.531	2.796	.042
Within Groups	27.740	146	.190		
Total	29.333	149			

##### **Interpretation:**

Therefore, H<sub>0</sub> is rejected and the alternative hypothesis H<sub>1</sub> is accepted. Hence there is significant relationship between gender of the respondents and complaints about RKG ghee products.

## CHAPTER – V

### SUMMARY OF THE FINDINGS, SUGGESTIONS AND CONCLUSION

#### 5.1 FINDINGS

- Majority (72.7%) of the respondents are Male.
- The study shows that 42% of the respondents are below 20Age categories.
- The study reveals that 51.3% of the respondents are married.
- It is noted from study that 32% of the respondents are female.
- Majority (35.7%) of the respondents are Rs 10000 to Rs. 20000.
- The study shows that 38% of the respondents are doing business.
- It is noted from study that 60% of the respondents are satisfied with prompt distribution.
- Majority (36.7%) of the respondents had preferred 100ml packed.
- The study reveals that 37.3% of the respondents buy once.
- It is noted from study that 32.7% of the respondents are attracted with television advertisement.
- Majority (34%) of the respondents often dealing with RKG.
- The study shows that 60.7% of the respondents satisfied with their dealings.
- The study reveals that 32.9% of the respondents considered good opinion for the product



- It is noted from the study that 50.7% of the respondents says very good speed of delivery system.
- Majority (37.3%) of the respondents says yes to essential details provided by RKG.
- The study shows that nearly 59% of the respondents are occasionally met the dealers on-time.
- The study reveals that 35.6% is willing to deal for the ghee products.
- It is noted from the study that 79.3% says advertisement is attractive and informative.
- Majority (46.7%) of the respondents says always replaces the damaged products even after delivery.
- The study shows that 45.3% of the respondents, partly received by the dealers
- The study reveals that 55.3% of the respondents reveals that the company motivates for the delivery of ghee.
- It is noted from the study that 73.3% respondents satisfies the key factors of delivery system.
- Majority (47.3%) of the respondents are neutral for dealers opinion regarding ghee.
- $H_0$  is rejected and the alternative hypothesis  $H_1$  is accepted. Hence there is significant relationship between age group of the respondents and satisfaction packaging in products.
- Since the p value is 0 is less than 0.05 therefore we reject the  $H_0$ . There is significance difference between characteristics Gender and When did you see to know about RKG ghee products.
- $H_0$  is rejected and the alternative hypothesis  $H_1$  is accepted. Hence there is significant relationship between gender of the respondents and complaints about RKG ghee products.
- The of Low commission of RKG product is ranked to be 1<sup>st</sup> among others.

## 5.2 SUGGESTIONS

- Many number of dealers feel that RKG ghee is highly priced. So the company may reduce the price or give discount, offers, etc., for regular customers.
- Many numbers of dealers prefer RKG ghee in Bottled package. Hence it is suggest the company to concentrate on bottle for all quantities than using packets and cans.
- Most of the competitors are available in market area.so they can improve the product skills compared to the opponent competitor.
- They can improve more advertisements in television to attract the new dealers.
- They may improve innovative packing styles.

### 5.3 CONCLUSION

From the study conducted the following conclusions can be drawn.

From the survey I understood that RKG Ghee Dealers are highly satisfied. Dealers as customers, they buy a lot of things every day. From the survey conducted among dealers it can be concluded that effective distribution plays an important role in functioning of company. Most of the dealers are aware of effectiveness on distribution. RKG Ghee is one of the finest dealers of ghee products in India. They have a good scale of sales every year and they provide a good piece of services to them. This study has impartial results on its findings so that it can be concluded that Effective distribution has a significant role on dealers satisfaction.

It was a wonderful experience for me to work with RKG Ghee, from the project I learnt about the marketing tactics used by RKG Ghee.

## 5.4 BIBLIOGRAPHY

### BOOKS REFERENCES:

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- Research methodology (Methods and Techniques), C.R. Kothari, 2nd Edition.
- Business Research Methods, S.N. Murthy & U. Bhojanna, 2<sup>nd</sup> Edition

### WEBSITE ADDRESS:

- [www.rkgghee.com](http://www.rkgghee.com)
- [www.Marketingstrategies.org](http://www.Marketingstrategies.org)
- [www.wikipedia.com](http://www.wikipedia.com)



## QUESTIONNAIRE

### **A STUDY ON DISTRIBUTION SYSTEM OF DEALERS SATISFACTION AT THE RKG GHEE PLAN, KANGAYAM**

1. Name:
2. Name of the store:
3. Age:
4. Your educational qualification:
5. Marital status:  
a) Married b) Unmarried
6. Gender:  
a) Male b) Female
7. Are you satisfied with the prompt distribution of RKG?
  - o a) Highly satisfied
  - o b) Satisfied
  - o c) Neutral
  - o d) Dissatisfied
  - o e) Normally satisfied
8. How often you are dealing with RKG?
  - o a) Nil
  - o b) once
  - o c) More than two
  - o d) Every time
9. Are you satisfied with your dealing?
  - o a) Yes



- ☐ b) No

10. What is your opinion about the packaging services of RKG ghee?

- ☐ a) Very good
- ☐ b) good
- ☐ c) Average
- ☐ d) poor
- ☐ e) Worst

11. What is your opinion about the speed of delivery system?

- ☐ a) Excellent
- ☐ b) Very good
- ☐ c) Good
- ☐ d) Fair
- ☐ e) Poor

12. Whether RKG provides Essential details Clearly?

- ☐ Yes
- ☐ No

13. Are the goods delivered to the dealers On-time?

- ☐ Always
- ☐ Occassionally
- ☐ Never
- ☐ Shortly

14. The dealers thought regarding to deal with RKG

- ☐ Yes willing to deal with
- ☐ Not willing

15. Is the content in the advertisement is attractive and informative to the dealers?

- ☐ a) Strongly disagree
- ☐ b) Neutral
- ☐ c) disagree
- ☐ d) Strongly disagree
- ☐ e) Agree

16. Does the company ever replaced the damaged package of GHEE after the delivery?

- ☐ a) Sometimes
- ☐ b) Always

17. The payment of commission ever been received by the dealers of RKG?

- ☐ a) partly received
- ☐ b) wholly received
- ☐ c) Never received

18. Whether the company Motivates for delivering the RKG ghee?

- ☐ Yes
- ☐ No
- ☐ Sometimes

19. State the features that the company should possess to satisfy that the company should possess to satisfy the dealers?

Particulars	Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly dissatisfied
Transport mode					
Timeliness					



<b>Area</b>					
<b>Credit facility</b>					
<b>Quality</b>					
<b>Order</b>					
<b>Customer choice</b>					
<b>Safety</b>					

## 20. Dealers opinion about RKG ghee

- o a) Highly satisfied
- o b) Dissatisfied
- o c) Neutral
- o d) Highly satisfied

21. Rank the features of RKG ghee about their distribution system

Particulars	Rank1	Rank2	Rank3	Rank4	Rank5
Absence of transport facility					
Late delivery					
Low commission					
Distance					
Restrictions					

22. Which kind of package would you prefer?

- ☐ a) 500ml
- ☐ b) 100ml
- ☐ c) 200ml
- ☐ d) 50ml
- ☐ e) 1ltr

23. The main reason for purchasing RKG ghee is

- ☐ a) convenience
- ☐ b) wide range availability

- o c) discounts
- o d) offers
- o e) others

24. If any suggestions convey.....  
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